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NBC TRANSMITTER

JANUARY 1942

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

When, a few short weeks ago, the United States was plunged into war, the big NBC family from coast to coast assumed its new responsibilities without confusion and with an efficiency of which I am extremely proud. The job you did during those stirring hours of December 7th and the way you have carried on since that day has been no surprise to us; but it was a heart-warming example of NBC spirit.

1941 saw NBC working in close cooperation with the National Government and its various agencies. The Treasury Department, the Army, the Navy, the Marine Corps and the other branches of the Government having a part in the preparation of National Defense made heavy calls on the broadcasting industry. But we had anticipated their needs. NBC, with its hundreds of fine programs, conceived in the interest of National Defense, made its impress on the American public; there can be no doubt of that.

1942 will present new problems, many of them, no doubt, of serious moment. But come what may, NBC will be ready. We're enlisted for the duration; we'll give no less than our best.

Thanks to everyone of you for what you have done and what you are doing. May the new year bring you and yours all the good things!

NILES TRAMMELL

BLUE NETWORK COMPANY

On January 9th, David Sarnoff, President of the Radio Corporation of America, announced the formation of the Blue Network Company, Incorporated, a separate, wholly-owned subsidiary of RCA. Incorporation papers were filed at Dover, Delaware.

The new company will operate the Blue Network and will own and manage Stations WJZ in New York, WENR in Chicago and KGO in San Francisco. It will continue to furnish program service to more than one hundred independently owned, affiliated radio stations throughout the country.

Blue Network Company, Inc., will continue, without interruption, the programs and business heretofore carried by the Blue Network Division of the National Broadcasting Company and will be supervised by experienced personnel which, over a fifteen year period, has made the Blue one of America's great Networks.

The President of the Blue Network Company, Inc., is Mark Woods, heretofore Vice President and Treasurer of NBC. The Executive Vice President will be Edgar Kobak, previously NBC Vice President in charge of Sales for the Blue Network.

In his first statement as President of the Blue Network, Mr. Woods said, "In 1938, the first steps were taken toward setting up the Blue Network as an independently operated broadcasting unit. One by one, during the three years which followed, separate departments have been established to supervise Blue Network operations.

"The formation of a separate company comes at a time when radio is playing a vital role in the life of our country at war. The heaviest responsibilities which rest today upon all broadcasters provide the highest incentive to the management and personnel of the Blue Network to maintain and, if possible, to improve the standards of public service.

"For the past fifteen years the Blue Network has pioneered in the fields of public service, education and entertainment. Such programs as the Farm and Home Hour, the American Town Hall Meeting of the Air, and the Music Appreciation Hour, developed and presented by this network and the stations affiliated with it, have established high broadcast standards.

"To maintain and enhance its program standards, the Blue Network will avail itself of the counsel of an Advisory Committee, representing seven regions into which the United States has been divided for broadcast purposes. Members of the committee, all of whom are thoroughly conversant with broadcasting, its problems and its responsibilities, have been elected by the independent stations affiliated with the network.

"Members of the committee are: Harry Wilder, Station WSYR, Syracuse; Allen Campbell, Station WXYZ, Detroit; Earl May, Station KMA, Shenandoah, Ia.; Henry P. Johnston, Station WSGN, Birmingham; Harold Hough, Station KGKO, Fort Worth; Tracy McCraken, Station KFBC, Cheyenne; Howard Lane, Station KFBK, Sacramento."

Niles Trammell, President of the National Broadcasting Company, who will continue in that capacity, was elected Chairman of the new company's Executive Committee, which includes Mark Woods and Edgar Kobak as members.

In commenting on the formation of the new company, Mr. Trammel said, "The Blue Network will continue to be housed in its present locations, pending the establishment of permanent quarters elsewhere and certain of its routine operations will be carried on by the National Broadcasting Company until the new company has established its own facilities.

"The segregation of the Blue Network from the National Broadcasting Company will occasion the transfer of approximately 500 employes, practically all arrangement for this transfer having been completed.

"The National Broadcasting Company will continue, uninterruptedly, the maintenance of its Red Network broadcasting services, which includes the operations of Stations WEAF, New York; WRC, Washington; WTAM, Cleveland; WMAQ, Chicago; KOA, Denver, and KPO, San Francisco; and its service to 136 independently owned affiliated stations.

"The National Broadcasting Company will also maintain its International Broadcasting Service, its Radio Recording Service and its development in the fields of Television and Frequency Modulation.

"The vital and essential services of network broadcasting in this period of war will continue to serve the American listeners, the affiliated stations and the advertisers. The National Broadcasting Company and the new management of the Blue Network have rededicated themselves to this objective."

The newly elected President of the Blue Network, Mark Woods, has been associated with the National Broadcasting Company since its inception.

One of the youngest top-ranking executives in network broadcasting, Mr. Woods comes to his new post with an unusually broad background in the industry.

Since 1926, he has had an important part in determining the financial and operational policies of NBC as Administrative Officer, Vice President and Treasurer.

President Woods was a network broadcasting executive prior to joining NBC and, earlier, was a financial and sales executive for Southern construction firms.

Born in Louisville, Kentucky, Mr. Woods was raised and schooled in Florida. Married and the father of two children, his chief interests, away from the office, are, first the youngsters, then sailing, swimming and golf.

NBC TELEVISION

On Monday evening, January 5, 1942, NBC Television officially became part of New York City's civilian defense organization.

By order of Police Commissioner Lewis J. Valentine, hundreds of selected zone, sector and post wardens were notified by their local precinct station houses to report for the special NBC defense telecast. Viewing locations were in individual homes and radio dealers' shops, enlisted by the NBC Television Department to aid in the experiment.

Television's debut in instructing New York City's thousands of air raid wardens was made possible by the National Broadcasting Company's offer to telecast training films and supplementary instruction by Police Department experts over NBC's Television Station, WNBT.

In the first use of television to instruct the City's volunteer wardens, Lieutenant William F. Maley, of the staff of the Coordinator for the Police Department Civilian Defense, gave instruction supplementary to that contained in the featured Office of Civilian Defense training film, "Fighting the Fire Bomb."

Assistants in the NBC Television Studio at Radio City demonstrated the use of various types of fire extinguishers and pumps necessary in fighting the light magnesium incendiary bomb.

The experiment was conducted to test the efficiency of television in transmitting defense instruction, by Police Department experts, to many scattered groups, simultaneously. Standardization of training and the economies in the time of the Department's crack instructors were the all-important ends sought in the test.

The television experiment was also witnessed by New York State and New Jersey civilian defense officials in towns and cities up to sixty miles from the NBC Television Transmitter location in mid-Manhattan.

Situated atop the Empire State Building, the WNBT Transmitter can enable one instructor to speak from five thousand television screens to an audience several times that number. The regular evening audience of NBC's previous civilian defense television classes has been estimated at from forty to fifty thousand people.

On January 5th, a re-telecast over Station WPTZ, Philadelphia, with which WNBT is linked by a radio relay, made the instruction available to defense workers in the Philadelphia-Camden area.

Telegrams and notes of enthusiastic commendation have been received, placing the approval of New York City's air raid wardens on television as a means of instruction. Reports came in from the hundreds of wardens gathered at 123 viewing locations in the 50 precincts witnessing the telecast.

A sheaf of telegrams brought praise from defense officials and individual citizens in such out-of-town points as Philadelphia, Pennsylvania; Poughkeepsie, and Bridgeport, Connecticut, for the television experiment conducted by the New York City Police Department in cooperation with NBC's Television Department.

A Philadelphia home viewer wired: "Three in our family saw telecast on incendiary bomb lecture. Picture very clear. We are better informed on this phase of defense."

A Connecticut televiewer telegraphed: "Ten people witnessed special civilian defense program, including three air raid wardens. Reception perfect. Wardens greatly impressed with television instruction as being far better than oral lecture."

New York City wardens reported: "The presentation was excellent," "Could not be better" and, "I think this demonstration was very interesting and highly educational. I am sure that I could successfully destroy a fire bomb."

NBC Television has actively worked with the armed forces and defense officials of the nation for years. On May 26, 1938, almost all the roles proposed for television in defense today, were actually demonstrated to Army and Navy personnel.

With the resumption of regular television program service July 1, 1941, defense programs were woven into the weekly schedules. The initial program featured the USO. Regular programs thereafter have been giving visual instruction in all types of civilian protective measures and devices.

The now famous RCA Alert Receiver is demonstrated by Arthur Van Dyck to Lenore Kingston and the NBC Television Audience in one of WNBT's numerous defense telecasts.

INTERNATIONAL

The 24 hour schedule of domestic radio became 30 hours a day for NBC's International Division when America went to war, December 7th. Sending different language programs to widely separated corners of the world, simultaneously, accounts for this expansion of time.

At 8 a.m., on the historic Sunday of December 7, NBC International went on the air indefinitely. Its normal 17 hours vanished with peace; as long as it is deemed of public interest, International Broadcasting Schedules call for this 30 hour day.

In the last weeks of peace, the Westinghouse Station, WBOS, of equal power to NBC's two 50,000 watt transmitters, began carrying NBC programs. WBOS, WRCA and WNBI now form the strongest short-wave trio in the United States.

"Until yesterday, we collaborated. Today, we offer you our allegiance." This cryptic message arrived from Station CX14 of Montevideo, Uruguay. It was one of the many radiograms and telephone calls received shortly after the attack on Pearl Harbor by NBC International from its Pan-American Network of more than 100 stations.

The year 1941 witnessed the "coming of age" of short-wave broadcasting on an unprecedented scale. Today short-wave reaches to the remotest corners of the earth.

On December 7, three languages were added to the famous "language pattern." Swedish, Finnish and Turkish now augment the regular six: English, French, German, Italian, Portuguese and Spanish.

Since the outbreak of hostilities, John W. Elwood, manager of the Division, has enforced a rigidly self-imposed censorship to assist, in every way, the government's war effort. No ad libbing is permitted. No news commentators are put on the air. All music must be submitted beforehand. Propaganda is out. News and press reviews must be based on objective and constructive material. The response proves clearly that a worldwide listening audience has come to depend on the reports from stations WRCA and WNBI.

UNCLE SAM AND SHORT-WAVE

The United States Armed Forces, beyond the boundaries of the nation, receive short-wave programs every day of the week. "News from Home" includes a daily summary of the news, a Washington round-up, a sports round-up and local news from the country's major cities.

The World's Series was sent from the Panama Canal to Alaska in summarized form. The Army-Navy Game at Philadelphia, Thanksgiving Day, went to Europe, Africa, Asia and, in the Western Hemisphere, from Alaska to the Straits of Magellan. Men at sea, on patrol or convoy duty, marines in the Far East and the armed forces at Honolulu and Manila, all heard Bill Stern's play-by-play description.

LINE-UP

INCOME from time sales at present:
$70,000 annually.

PERSONNEL:
30 technical and engineering in a complete staff of 92 people

SPANISH:
8 announcers, 4 secretaries.

PORTUGUESE:
4 announcers, 1 secretary.

ENGLISH:
8 announcers.

FRENCH:
3 announcers, 1 secretary.

ITALIAN:
2 announcers, 1 secretary.

GERMAN:
2 announcers, 1 secretary.

SWEDISH:
2 announcers.

FINNISH:
1 announcer.

TURKISH:
1 announcer.

NEWS AND EDITORIAL:
1 editor, 1 news editor, 1 publicity editor.

MUSIC:
3 clerks, 1 stenographer.

TRAFFIC AND PROGRAM:
1 manager, 5 clerks.

SALES:
4 representatives.

ADMINISTRATIVE:
1 manager, 2 secretaries.

International's second boss, Eli "Buck" Canel, assistant to John W. Elwood, demonstrates another use for NBC Television. Seated at an International microphone, "Buck" Canel broadcasts a blow-by-blow description of a prize fight, direct from the television screen, to Latin America.

NBC TRANSMITTER

Published for and by the NBC Personnel from Coast to Coast.

VOL. 8 JANUARY, 1942 No. 1

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NBC DEFENSE BOND PLAN

All NBC employes are urged to take advantage of the company plan for the purchase of United States Defense Bonds, Series E.

Series E Bonds mature in 10 years from date of issue and may be obtained in the following denominations:

ISSUE PRICE	MATURITY VALUE
$ 18.75	$ 25.00
37.50	50.00
75.00	100.00
375.00	500.00
750.00	1,000.00

These bonds may be registered in the name of an individual; or two individuals as co-owners; or of one individual and one other individual as beneficiary.

Upon written authorization, obtained at Payroll Office, Room 313, the company will deduct the amount specified ($.75 or any multiple thereof) from each weekly or semi-monthly salary. These salary deductions will be accumulated in a separate bank account apart from company funds. Whenever the deductions are sufficient, a bond wil be purchased and issued to the employe or whomever he has designated.

Should an employe leave the service of NBC, the payroll deduction authorization will automatically be cancelled and any amount to the credit of the employe, which may have been insufficient to purchase a bond, will be immediately refunded.

"SQUADS LEFT"

NEW YORK

Joe Miller (WEAF Transmitter) is at Pearl Harbor. . . . Frank E. Mason, Vice President in charge of Information, is a dollar-a-year man as Special Assistant to the Secretary of the Navy. . . . Charles W. Horn, a Lieutenant Commander in the Reserve, has ben selected for Commander of the U. S. Navy Reserve, on appointment by the President. Mr. Horn is Assistant Vice President in Development and Research. . . . Captain Charles Wall, Business Program Manager, is now in Washington with the War Department. . . . Lieutenant Ernest Lee Jahnke, of the Stations Department, is now under Admiral Andrews of the Brooklyn Navy Yard. . . . Bob Eisenbach, the man who told America of Pearl Harbor first, leaves News and Special Events for the Army as this is read. . . . Vice President Hedges, in charge of Stations, will tell you that Secretary Barbara Kirk's husband instructs at Fort Leavenworth while his other secretary, Ann Ansel, has a brother in the Anti-Tank Corps. . . . Attorney Franklin Butler of Legal is on active duty as an Ensign in the Naval Reserve. . . . Stephen de Baun (Information-NBC Transmitter) is Public Relations for the 74th Regiment, editing the regiment magazine, the Thunderbolt. . . . Once of Traffic, Captain Joseph Berhalter, of the Signal Corps, is at Governor's Island. . . . J. L. Hathaway, NBC Development Engineer, is on loan to the government for defense work at Harvard University. . . . Fernando Montilla, (Studio); Harold G. Pietsch, (Air Conditioning); A. C. Ewert, (Studio); J. J. Rooney, (Maintainance); Herman Gurin, (Studio); Richard Pickard (Television); Al Cranshaw, (Vice Pres. Hanson's Office); Rodney Chip, (Television); Jimmy Shellman, (Asst. to Mr. Diaz); all of Engineering, are in the Navy now. . . . J. B. Knight, Jr., late of the Empire State Television Transmitter, is Officer in Charge, Naval Underwater Sound Labratory, New London, Connecticut. . . . R. W. Pickard, of the Empire State Transmitter and the Mobile Unit, is on duty at the Bureau of Ships in Washington. . . . A. T. Williams left Engineering for the Air Corps. . . . J. S. LaTouche, former Supervisor in Telegraph, is at the Key West Naval School. . . . Arthur Lubole left Telegraph for Navy Intelligence. . . . Tom Prout of Telegraph is in the Army. . . . Thomas McFadden of News is on Naval Duty. . . . Herbert Ritter, former captain of the Mail Room Cage, is now Cadet Adjutant Captain in the Air Corps Flying School in Georgia. . . . Jerry Callahan is in the cavalry at Ft. Riley, Kansas. . . . William C. Gartland of Radio Recording is stationed at Camp Devens, Massachusetts. . . . Danny Schmidt, of Recording, is an instructor and corporal at Ft. Eustis. . . . When Bud Materne volunteered as an ensign in the Navy, his fellow employes in Blue Sale, through Vice President Kobak, presented him with a beautiful dress sword. . . . Charles Everett left Payroll for Fort Monmouth. . . . James Tompkins, once Junior Clerk in Accounting, is now at Fort Devens. . . . Guide Trainer Ray O'Connell is in the Army. . . . Guide Trainer Bill Gardner, his successor, was just switched from 4F to 1A. . . . Ernie Stanger of Mail is a corporal. . . . George Spach of Mail is a Yeoman in the Navy; Ward Kelly of Mail is at Ft. Tilden at Rockaway; Bob Baldwin of Mail is at Governor's Island and Arthur Gnaedinger of Mail is in the Navy, Esme O'Brien tells us. . . . Miss Jessie Kline, Vice President Mason's secretary, is on loan to the Navy Department in Washington. . . . John Cusumano, of National Spot Sales, is at Fort Jackson, N. C. . . . Jim Donnelly of Press is at Fort Jay, Governor's Island. . . . Jack Harrison Hartley, formerly of Information, now edits the U. S. Navy magazine. . . . Charles Turner, ex-Transmitter editor, came to Radio City for the Christmas Party in 8H and in Press. Charles is a corporal and film editor in the Signal Corps, Fort Monmouth. . . . That's the roundup from New York.

HOLLYWOOD

At least two former members of the Hollywood staff have seen ac-

(CONTINUED ON PAGE 12)

FIRST AID

With the threat of air raid keeping the largest city in the world on the alert, the third tallest and the most important building in New York City, the RCA Building, quietly is preparing for the possibility of becoming a gigantic target. One of these preparations is the silent appearance of new equipment and increased supplies in NBC's First Aid Room.

The division NBC people appreciate the most is preparing itself for the emergency that may come. Busy "Ma" Phelps and her staff are set to enlist the aid, first of Engineering, all of whom necessarily know first aid, and second, all NBC employes who have been trained by the Red Cross. These two groups form the "reserves."

First Aid gives an average of 30,000 treatments a year. 2,483 cases average a winter month. Once Miss Boudreau took care of 110 people before 5 o'clock.

Not only does First Aid tend the needs of NBC personnel but artists, studio audience guests and tour visitors have received treatment for a thousand and one things. Fainting, bruises and hysteria are the leading guest ailments. In winter, personnel suffers mostly from the common cold. In summer, it's sunburn and lots of it. The other major offenders treated are laryngitis, headaches, neuroses and good old over-indulgence.

On checking through her charts recently, Miss Phelps, supervisor in charge of First Aid, discovered that only one person, out of the 1,500 total personnel of NBC, New York, had not been in to First Aid during the year.

Miss Mable Phelps, as people outside the company know her, has been with NBC since 1934. She is a tiny, genial bundle of pink and white energy. Her cup cake nurse's cap signifies that she graduated from Long Island College Hospital in Brooklyn.

After a number of years of industrial nursing, Miss Phelps came to NBC and was promptly dubbed "Mom" by the crew. From the engineers, who consider her a special favorite, to the page boys, whom she scolds and to whom she gives free cooking lessons, she's "Ma" Phelps.

When one of the control room boys wanders in with a sheepish grin and the sniffles, "Ma" Phelps, who can cut the tallest one down to her size, fixes him with a stern eye and demands, as she prepares some nose drops, "How much sleep did you get last week? When did you last eat a good meal? Where's your heavy overcoat?" And the big six footer will take it and love it because, first, he knows she's right and second, he knows she's honestly concerned about his state of health. Ten times out of ten he wears his heavy overcoat.

Miss Phelps is quite a celebrity in industrial nursing circles. Past president of the Industrial Nurses' Club, she is now on the Advisory Board. "R.N.," the journal for registered nurses, interviewed Mable Phelps when it wanted to know about nursing in a large corporation, for Miss Phelps, today, has 22 years of industrial nursing to her credit.

Last April, "Ma" Phelps read a paper on the subject to the Greater New York Safety Council. A misguided male member of the audience saw fit to remark that no one nurse could possibly train or be equipped to do all the things Miss Phelps' lecture called for. "Ma" Phelps said quietly, "I've done them all, young man!" And the whippersnapper sat down.

Miss Phelps' two assistants are blonde Mathilda Heydorn and brunette Eva Boudreau. Miss Heydorn or "Matty," came to NBC in 1936 after private duty as a graduate of St. John's Hospital in Brooklyn. "Boudy," or Miss Boudreau, is a graduate of St. John's Hospital in Long Island City. She came to NBC in 1932, having been the assistant to one of the most eminent surgeons practicing.

"Matty" Heydorn has a pilot's license and the ban on private flying is a real hardship. She can talk anyone's language and rates a page boy or a vice president by the size of his stomach ache.

Miss Boudreau has possibly the best smile in Radio City and caused more long faces around NBC when it got out that "Boudy" was married and had two fine boys growing up.

Dr. John Curtis is the NBC physician, on the staff of the Presbyterian Hospital. "Doc" Curtis is all business and is always on call for any emergency. In addition to his daily visit for an hour's consultation, a complete list of "Standing Orders," issued by Dr. Curtis, is followed in all instances by the nurses during his absence.

Patients are referred to their own doctors whenever possible for First Aid is exactly that. It is not a clinic.

Every employe has a chart with name and address kept in a confidential file. First Aid is theoretically a courtesy of the company. Actually it is one of the essentials.

First, it is a personal protection in case of accident. Second, this division is part of NBC because success begins with health.

The American Red Cross Blood Bank has filled the records in the past twenty-seven months with countless stories on the availability of blood plasma enabling medical services to save lives.

Based on the recent scientific discovery, blood may be treated and preserved. Volunteer donors are asked to give a pint of their blood. This is typed and prepared into blood plasma, sealed and transported for use.

All persons donating blood receive an engraved gold heart in recognition of their humane gesture.

The National Broadcasting Company has a division of the Blood Bank under the supervision of Patricia Olmstead in Television. Should you care to participate in this fine cause, send your name in to Miss Olmstead, Room 410, for an appointment form.

RADIO CITY

NEW YORK

War came to NBC with the ringing of a bell on an AP teletype. Leaving the scattered communiques of a dull Sunday afternoon, Robert Eisenbach walked over to the Associated Press machine. Above him the News Room clock read 2:27, New York Time, as the AP machine tapped out: "Bulletin — the White House has just announced that the Japanese have attacked Pearl Harbor."

Ripping the copy from the machine, Eisenbach grabbed the emergency phone connecting News to Master Control. "Send it down," he commanded and, seconds later, two hundred and forty-six stations, with an estimated listening audience of fifteen million Americans, heard NBC, through the voice of Robert Eisenbach, tell America that war had struck.

Two minutes later the 2:30 station break rang four instead of the usual three NBC chimes. All NBC personnel listening in instantly recognized the code signal to phone for instructions immediately. One hour later, NBC New York had a full strength "crisis" staff on hand.

Short wave broadcasts began coming in from Hong Kong, Manila and Hawaii as Engineering reached out to the ends of the sea and air for news. The following Tuesday, NBC cleared the way for Bert Silen in Manila to describe, blast by blast, an eye-witness account of a major bombing attack on Manila.

Back in New York, while the News Room swept the teletypes clear of copy, the rest of NBC tightened up. Where once any person might walk and peer and touch, overnight uniformed men became suddenly very solicitous of strangers.

NBC Tours received a limit of 14 people when once 40 was the top. The Master Control Room disappeared behind newly-created walls. The Power Room was no longer a "fishbowl."

Artists spent a bewildered first day establishing their identities in the main hall. The Guest Relations staff received its first instruction in air raid precaution and plans were quietly consolidated for blacking out the thousand windows of Radio City.

A new division appeared in NBC: A Protective Division under George Monohan, formerly with the New York City Police Department and specialist in industrial protection.

All NBC employes were photographed and fingerprinted for the 1942 passes, which bear a picture, signature and number.

Vincent Gilcher, Manager of General Service, voiced the hope that, within a few months, NBC employes will assume a large portion of the responsibility in guarding NBC premises. Any person appearing to be in the wrong part of the building should be questioned; any suspicious strangers reported immediately.

NBC tightened up that a gigantic public servant might remain on the alert.

Here, at this emergency microphone in the NBC News Room, word first went to America that the Japanese had attacked Pearl Harbor.

NBC's bearded commentator, Robert St. John, awaits the signal from Master Control to air the latest bulletins. Transmitter editor, Roy Pascal, holds copy for him.

The following telegram was received Christmas week at Radio City from Major Lenox R. Lohr, former President of the National Broadcasting Company, and addressed to all employes:

THE STAFF OF THE NATIONAL BROADCASTING COMPANY
30 ROCKEFELLER PLAZA

AS YOU GATHER TODAY FOR THE TRADITIONAL CHRISTMAS PARTY I WANT TO TELL YOU AGAIN OF THE DEEP AFFECTION IN WHICH I HOLD YOU AND SEND YOU GOOD WISHES FOR THE YEAR AHEAD.

LENOX R. LOHR

The employes of NBC, through the TRANSMITTER, extend to Major Lohr our very best wishes for his personal well-being in the New Year and our sincerest thanks for his thoughtfulness.

PERSONALITIES

William Eliscu, of News and Special Events, has had an unusual honor bestowed upon him. At the nation-wide meeting of the American Indian, Eliscu was inducted into the Cherokee Indian Tribe by the Father of the Indians, Chief Red Fox.

Not many NBC folk knew that Bill Eliscu was an authority on totem poles, having traveled all over the country studying and carving the famous Indian symbols.

Eliscu, in recognition of his totem pole skill, now bears the Cherokee name of "Otoman."

NAMES IN THE NEWS

Albert Dale is taking Vice President Frank Mason's place as Director of Information while Mr. Mason is in Washington with the Navy Department. . . . Noran T. Kersta is Manager of Television now that Vice President Morton has left NBC for the National Concert and Artist Corporation. . . . John McKay

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SAN FRANCISCO

KAY BARR

THE WEST COAST

"Sure we've had blackouts. So what?"

These strange Stygian interludes are merely rest periods in San Francisco. When the "All Clear" comes, folks pick up what they were doing, right where they left off, and carry on as though nothing had happened.

Personal attitudes are fatalistic. There is the inspiring background of tradition which sets the pattern for living generations. This city has been through many disasters and risen from the ashes. That's why the Phenix is such a significant symbol on the city seal. So many people feel obligated to live up to the heroism and courage which made the early days colorful, romantic and glorious. They must keep faith with that heritage.

If some jittery nellie gets nervous, there are a dozen calm neighbors to hold her hands. Rules have been printed and broadcast many times so citizens know what to do. At first these regulations were too stringent. Some few were misinterpreted. So folks stayed at home those first few nights.

Business fell off from 40 to 60 per cent in the stores, just when Christmas buying should have been approaching its peak. At the end of that first week, things looked pretty tough.

Al Nelson, general manager of KGO and KPO, called 27 of the creative brains of his outfit together for a clinical discussion of the situation Sunday morning, December 14. By 4:00 p.m. they had evolved a plan to put on a "Santa Claus Time" broadcast every morning and evening until Christmas and the first show went on at 7:15 the next morning.

"There'll Always Be a Santa Claus" was the theme song, written by Frank Denke, pianist, and Announcers Frank Barton and Eddy King. Wally Ruggles and Forrest Barnes wrote and produced the shows. Ricardo directed the orchestra and Announcer Archie Presby was Santa Claus.

They just can't wait to get into that new NBC building in San Francisco. Organist Floyd Wright tries his lung power on one of the new organ pipes to hear how the new $35,000 concert instrument will sound. Charles Hirschman, who is installing the organ, directs the impromptu performance.

Within two days the whole town was singing the theme song. By Wednesday, business was responding. By the end of the week, it was up to normal and, when Christmas came, merchants reported the best Christmas season they ever had.

NBC stations performed many other services in connection with the Army, Navy and Red Cross. During blackouts, it was all hands on deck. Cots and couches made naps possible that first hectic week. Anyone who enjoyed two consecutive hours of sleep was lucky or sick or both.

Studios and the Engineering Department were closed to visitors. Photographic identification cards were required before staff and program people could get past the Pinkerton men at the gate. Guards were posted at the transmitters and police passes were obtained for those who might need to move in the streets during blackouts.

An index of cooperation with the emergency routine is seen in the fact that no local business was lost due to the silences. Every sponsor whose program was wiped out took other time gladly.

Of course there were complaints from listeners who couldn't understand why radio had to quit just because the lights were out. When told it was Army orders, they wanted to know who was running the station, NBC or the Army.

Then there were the serial addicts: "At the end of the last episodes of 'Glamorous Gertrude,' she had just been tossed from an eighteenth floor window. Why, we've got to know what became of her." And were they persistent!

"How long is this blackout going to last?" asked one huffy hostess. "It's a fine thing when they make me turn out my lights just as I'm having a bridge party."

One of the blackouts hit a KGO Amateur Hour broadcast at the Community Playhouse. Flashlights enabled the producers to carry on for more than two hours, much to the enjoyment of the visible audience. Helen Morgan, Budd Heyde, Wally Ruggles and Bennie Walker, together with the amateurs, kept everybody happy.

Plans have been perfected for the evacuation of the city, if and when that action seems necessary.

Store hours have been moved up so that shoppers and clerks can get home before dark. If they are caught on the streets in a blackout, they must get under shelter and stay there until the "All Clear."

Approved shelters, including the new NBC Building, have been designated and posted with signs for the benefit of those caught on the streets. And during those dark periods, the city is deathly quiet, except for cries of "turn out the lights," directed at windows showing illumination.

Actually no bombs have been dropped and there has been no bombardment. Alarms have been prompted by the detection of unidentified planes over the city. Confidence in the Army and Navy has eliminated the epidemic of wild rumors that prevailed the first few days.

San Francisco is now taking it

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WASHINGTON

TOM KNODE

NBC AND THE WAR

"This is Baukhage talking from the White House."

That was how NBC Washington began its coverage of the war—direct from the only spot in the world where accurate information on the Pearl Harbor attack was forthcoming. And it was the first time in history that a broadcast, other than a presidential speech, had originated from the Executive Mansion.

The NBC crew was in the White House Press Room twenty minutes after the first announcement of the Pearl Harbor bombing, December 7th. Baukhage was on the air from there a few minutes later.

Simultaneously, NBC placed a man at the State Department. Releases by Secretary of State Hull were rushed to Baukhage.

The other networks were a little late in catching up. By the time they were set up, NBC had already broadcast three or four times within seconds after issuance of official bulletins by the White House secretariat.

Monday, when the President went to Capitol Hill to urge that Congress declare war against Japan, NBC went with him. Three days later, when the Chief Executive sent a special message to the House and Senate asking declarations of war against Germany and Italy, NBC was there again—with Baukhage, Morgan Beatty and Carlton Smith reporting.

That historic December 7 was only a few days past when the Washington News Staff was increased by six new men to take care of a 24 hour watch. NBC newsmen also were assigned to the War and Navy Departments, as well as the White House.

All communiques were flashed direct to New York over a special telephone line which enabled quick handling. It is interesting to note that New York actually was on the Networks with these official war releases as quickly as 40 seconds after their receipt in the War and Navy press rooms.

FLASH-BACKS

. . . The war has developed a new NBC Washington commentator in Morgan Beatty. Before the Japanese attack, Beatty was heard only on local shows. He's on the Blue and the Red daily now at 1:45 P.M.

Baukhage at the White House. A microphone perched precariously atop his typewriter, the Washington commentator keeps in constant touch with the NBC News Room, that the news from the Nation's Capitol might reach America first over NBC.

. . . Speaking of commentators, the Newsroom produced one of its own—and on short notice—the day that Secretary of Navy Knox released the Pearl Harbor details. News editor Ralph Peterson covered the conference, then flashed the story on to New York by phone. The first official revelation was so good that A. A. Schechter, Director of News and Special Events, put Peterson on the air with the story direct by phone from the Navy Press Room. It happened so fast, Pete didn't have time to worry or mentally count stations, but just went ahead and did a good job.

. . . Identity unknown: The outbreak of war caused such a sudden boom of news personnel that in some cases, editors on the same payroll were unknown to each other, due to working different shifts. During a change of shift, two editors made a dash for NBC's private line in the War Department and engaged in an argument over its use until it was discovered that their purpose was the same. The story in question still beat the opposition to the air, despite the momentary delay.

. . . War correspondents could take a lesson from Washington's Sports Announcer, Ray Michael. Right here at home he is covering both sides of a local sports war, working the front lines of both belligerants. Ray handles the public address system on alternate nights for the professional Ice Hockey Lions and the amateur Eagles. The teams are warring for the patronage of the Washington public but Ray wins either way.

. . . Washington's contribution to the Nation's Defense, Jimmy Seiler and John Hurley, have the situation well in hand at Panama. The former Promotion Manager and Announcer changed over from radio men to naval officers for the duration.

. . . Fritz Balzer, Music Department, received a call from the War Department. "Who wrote 'Jeannie with the Light Brown Hair'?" he was asked. "Why, Stephen Foster," replied Balzer. "How do you spell 'Jeannie'?" was the next question. After answering, Fritz hung up and said aloud, "And they ask US to remember Pearl Harbor!"

. . . We just can't resist a scoop. We reported the soon-to-be-announced engagement and June marriage of WMAL-WRC hostess Betty Ballou. She's the daughter of our Superintendent of Public Schools. The prospective bridegroom is Navy, Class of '43!

JOIN THE "MILE O' DIMES"

The spare change you carry in your pockets can help to build the weak youngsters of today into strong people for tomorrow.

All over the country, miles of dimes are growing to fight infantile paralysis. A mile can begin with the dime in your pocket or purse.

HOLLYWOOD

MARTHA SHERWIN

NBC AND DEFENSE

When the sudden blast of telephones ringing destroyed the quiet of a Sunday afternoon, December 7th, the Hollywood studios were immediately placed on a defense basis.

Members of the Program, Traffic, Engineering and Press Departments were placed on a 24-hour-day schedule. Studio tours were immediately discontinued. Master Control was boarded up. Pinkerton men were called for duty at all public entrances to the studios and at all vital points within. Windows were blacked out in offices where night work was necessary.

Immediate interest centered on the NBC Far Eastern Listening Post in the valley north of Hollywood. Here a corps of interpreters listen to all Chinese, Japanese and Russion broadcasts. Through the Listening Post, wire services and news broadcasts received many of the most important news stories coming in during these first days of the war.

To aid in preparation of broadcasts, the Hollywood News Room has been expanded and news writers are now on duty there 24 hours a day.

NBC's Hollywood setup under wartime conditions was given a good test during Southern California's first blackout on Wednesday, December 10th. Programs went on the air during the blackout. The audience of one program were notified only after the show's closing that, when they emerged from the studios, they would find themselves in complete darkness.

No programs were interrupted, except locally, when all local stations were ordered off the air. Thanks to an emergency power supply and sound-proof studios that are completely blacked-out regardless of conditions, programs can continue with a minimum of effort.

Hollywood hats are off to our PBX operators who, working in total darkness, handled a record number of calls during that same first blackout. When local stations went off the air, NBC's switchboard was flooded with inquiries and, as the PBX room hadn't been blacked-out yet, the girls had to receive incoming calls and place outside calls by the touch system—and did a swell job of it.

Meet the winners! Kathleen Kelly and Dorothy Brown of Continuity Acceptance, Vava Bowers of Guest Relations and Dorothy Waknitz of Press bowled their way to victory in a round-robin meet with teams from CBS and Mutual. Alice Tyler of Engineering aided in rolling up the highest score, serving as alternate.

QUICK PIX . . . It was a very merry Christmas for Joe Alvin in Press when, two days before, Mrs. Alvin presented him with a baby boy who tipped the scales at 6 pounds, 15 ounces. . . . Vice President Don E. Gilman entertained all department heads at a pre-Christmas luncheon at the Brown Derby but found the tables turned on him when the guests took over and presented him with a handsome wrist watch. . . . Ruth Chapel of Press left NBC to become the bride of Captain Ed O'Leary, instructor with the Army Air Corps near Bakers Field. She was replaced by Phyllis Knapman. . . . Nadine Amos, Mr. Gilman's secretary, postponed her vacation from month to month, finally deciding on the second week in December. War was declared the very first day. . . . Vava Bowers and Carolyn Gay resigned from Guest Relations as did Janette White, secretary to Joy Strom, Special Events Director. . . . Jack Shnell is now supervisor of the parking lot. . . . Hal Bock, Press Manager, Sydney Dixon, Red Sales Manager, and Frank Dellett, Auditor, trekked to New York for conferences. Bock hurried home after a brief 24 hour stay due to the rush of added press duties when war was declared. . . .

Doris Tait transferred from Artists Service to Recording. . . . Aubrey Ison, part-time announcer and desk man for Guest Relations, is now a full time junior announcer. He was replaced in G. R. by Ray Schultz. . . . Harry Risney resigned from Guest Relations to accept a position as junior announcer-producer with KERN, NBC affilate station in Bakersfield. . . . Frances Fox, a former employe, returned to the fold in the Traffic Department. . . . Red Sales celebrated Christmas with a fancy tree decorated entirely with red ornaments, each one identified with the name of an NBC Red affiliate. . . . John Swallow, Program Manager, planed out to Durham, North Carolina, for the "Rose Bowl" game. . . . Betty McClain joined the PBX staff as relief operator. . . . Newcomer John B. Lyman Jr. is now assistant night program supervisor and Joe Parker, on leave of absence, was replaced by Max Hutto as a producer. Max was formerly with Traffic. . . . Donald Honrath, Nelson Scott, Will Brannan, Joseph Germain, Howard Tollefson, Vance Colvig, Bud McCreary, William Milgate, Merwin Goldstone and Luther Evans are all new pages. . . . New girls in Central Stenographic include Marjorie Crews, Frances McCreight, and Daisy Nejdl.

Learn First Aid! Offer your services to your local Red Cross chapter and, in your spare time, learn this always important asset. Learn to take care of yourself and others in case of emergency.

DENVER

EVADNA B. HAMMERSLEY

NOTATIONS

The KOA News Staff has been enlarged and augmented with seasoned writers and pressmen. Stan Brown, former Continuity writer, is now in charge. Poss Parsons, Associate Editor, was for 18 years Sports Editor of the Denver Post. Ed Sproul moves in from Traffic. Your correspondent, newest member, is now KOA Continuity Editor and Woman's News Editor. . . . Don Martin, former KOA News Editor, has been transferred to San Francisco to handle network war news during the emergency. T. Ellsworth Stepp is Acting Production Manager in Don Martin's place. . . . Lloyd E. Yoder, General Manager, has been placed on the committee, appointed by Governor Ralph L. Carr, to raise funds for the establishment of a memorial to those brave defenders of Wake Island. It is believed that this Colorado movement is the first of its kind since the United States entered the war. . . . Assistant Manager Robert H. Owen is smiling over a new Mobile Unit, now the pride of KOA Engineering. A very trim station wagon, natural wood body, with blue and silver metal. . . . Jim MacPherson, National Spot Sales, got the piece de resistance for Christmas dinner without moving from his own backyard. A flight of wild ducks, forced down by a blizzard, flew so low over the MacPherson country home that one hit the chimney. The impact knocked the duck down and out—and right into the MacPherson roaster. . . . General Manager Lloyd E. Yoder entertained staff members with a day-before Christmas egg nog party. Andy Gainey led the Christmas Caroling. . . . Charles Scheurman, for more than 15 years on the music staff at KOA, and Mrs. Scheurman, celebrated their 25th wedding anniversary recently. Two days later their son, Bud, was married at the family home in Denver while home on furlough. . . . Milton Shrednik, KOA Music Director, and Mrs. Shrednik, have adopted a war orphan. The new member is a baby girl, 8 months old, cared for in London with funds sent abroad by the Shredniks. . . . Ed Brady, winner of the Davis Announcer's Award for the Mountain Time Zone and formerly with KVOD in Denver, is now on the KOA Announcing Staff.

KOA in Denver listens in to the nation-wide celebration of NBC's 15th Birthday Celebration. Denver spoke to the other parties scattered from San Francisco and Hollywood to Cleveland, Chicago and New York City.

"SQUADS LEFT"

(CONTINUED FROM PAGE 6)

tion in the Pacific. . . . Paul Crowley, Lieutenant in the Army Air Corps, was at Wheeler Field in Hawaii when hostilities began. He was in his pursuit plane, ready to take off, when he was machine gunned from above. Wounded in the chest, he is recovering. . . . Although no actual word has been received from Jack Streeton, former page, he was en route to the Philippines, late in November, as a Lieutenant in the Infantry. . . . Bruce Anson, former announcer, is now in camp at Cheyenne, Wyoming, while Lefty Leffler and Miles Auer of Traffic enlisted in the Navy as Yeomen, First Class, Intelligence Service. . . . Leland Kendall, Guest Relations, resigned to join the Marine Corps. . . . John Aidem, page, is a flying cadet in the Army Air Corps. . . . John Margraf, Robert Herrington, John King, Paul Kent, Paul Jones and Bob Lehman, all of Guest Relations, are recent draftees. . . . That's all from Hollywood.

CLEVELAND

Flying Cadet Fred M. Lloyd, formerly of Stenographic, is stationed at Lakehurst, New Jersey, with a balloon barrage unit. . . . Private Jack Fern is now stationed with the Air Force Combat Command at Bolling Field, Washington. Fern is a former NBC newsman in Cleveland, Denver and Chicago. . . . First Lieutenant Cecil Bidlack, with the Signal Corps at Fort Knox, Kentucky, received a two weeks Christmas furlough and was able to attend the WTAM Yuletide Party. Bidlack was an engineer at WTAM before being called to service. . . . Harold Winters, of Stenographic, enlisted in the army and was assigned to Air Corps Ordinance in Texas. . . . That's the news from Cleveland.

CHICAGO

With fifteen boys from NBC Chicago in the armed services at the Yule season, the staff here, in cooperation with the NBCAA, sent each of the boys a large package containing a sewing kit, toilet kit, cigarettes and candy. . . . The fellows on the receiving end were: Lieut. William Rosee; Corporal

(CONTINUED ON PAGE 13)

"SQUADS LEFT"

(CONTINUED FROM PAGE 12)

Perc De Tamble; Pvt. Ray Snyder; Pvts. Warner Holmgren and Scott Runge at Camp Roberts in California; Pvt. Sherrill Edwards in Amarillo, Texas; Corporal Ed Nickey at Fort Sam Houston, Texas; Captain Fred Shidel at Fort Monmouth; all of the Army; Navy men John O'Donnell at Manitowec, Wisconsin, and John Lagen in New York City; Marines, Pvt. Charles Klein at San Diego, California, and Sergeant Edward Weber, located at the recruiting office here in Chicago. . . . Since Christmas, Hunter Anthony, of the Guide Staff, left for the Navy. . . . Howard Huffmaster, of the Guides, and Announcer's Clerk Robert Merkel were inducted into the Army. . . . Lieutenant William Rosee is back at his Camp Forrest post after attending the Chemical Warfare School at the Edgewood Arsenal near Baltimore, Maryland. . . . That's the story from Chicago.

DENVER

Tor Torland, ace newscaster, has taken a leave of absence, going to Africa with the American Field Service there. He will serve as a member of this voluntary unit of American men for the duration. . . . The most original Christmas card from a service man came from Private Hal Kanter, former NBC writer, now at Lowry Field. The message, printed on a penny post card, read: "Seasons greetings from Doris and Hal Kanter. What do you expect on 21 bucks—gold leaf?" . . . Denver fed seven minutes from Lowry Field for the army portion of "Christmas Eve in the Service," around-the-country hookup from an army post, a marine base and a naval station. . . . George Mathews, KOA staff member now in the U. S. Army, arrived home on furlough for Christmas only to receive a wire ordering him back to duty at once. The wire arrived just half an hour after Mathews reached Denver. . . . That's the service news from Denver.

Buy United States Defense Bonds and Stamps regularly. Begin today!

CLEVELAND

BOB DAILEY

CLEVELAND AND DEFENSE

NBC's Cleveland studios, which house WTAM, have been well prepared against the possibility of bombings or sabotage.

The studios and control facilities occupy the first four floors of a 22-story building. The studios and vital equipment are not exposed to outside walls and there is plenty of shock space surrounding all of our broadcast facilities.

To this natural precaution, Manager Vernon H. Pribble and Engineer-in-charge S. E. Leonard have added many other precautionary measures.

Critical amplifier equipment and control relays are located in what formerly was a large bank vault, surrounded completely by a 20-inch concrete wall in which iron rods are interwoven. This wall is lined with a 5/8 inch steel plate.

Half of this huge vault, which previously was used for non-current files, has been cleared out and is now available as an emergency studio and bomb shelter for staff members. Then too, beneath this below-street level vault is a protective basement and sub-basement.

WTAM's studios have three sources of power, regular and emergency AC and DC current. If all three should fail, emergency battery equipment has been installed to operate the studios.

An ultra high frequency transmitter has been placed on the roof of the guarded building for use in feeding programs to the transmitter at Brecksville, Ohio, in case of line failure. This emergency transmitter equipment is tested three times daily.

Armed guards patrol the Cleveland Studios 24 hours a day. All visitors are barred. Special guards also patrol the rest of the NBC building.

Special assignments have been given to all personnel in case of an emergency and a checking system has been established to notify employes off duty. Plans for training a few employes in first aid work also are being worked out.

All radio stations in the City of Cleveland are linked together by a special telephone circuit to guard against any possible emergency until the Army's Air Interceptor Command activates the area.

Below is WTAM in Cleveland gathered together on the night of November 10th, to share in the cross country celebration of NBC's 15th year of radio broadcasting.

By means of the Red circuit, NBC Cleveland, at their dinner-dance, talked to and heard from the other NBC cities celebrating the company's anniversary.

CHICAGO

BILL KLOMANN

NBC CHICAGO CHRISTMAS

NBC Chicago employes and their families gathered beneath the huge Christmas tree in Studio A on the afternoon of Wednesday, December 24th, for the annual Christmas party.

Gifts were distributed to everyone by Santa Claus, (who resembled Michael Roy, the announcer). Koko, the Clown and Kismet, the Magician, headed a gala entertainment program. A great time was had by all and praises were heard from all sides for the splendid work done by Miss Judith Waller and her committee.

NBC AND DEFENSE

Four hundred and thirty employes of the NBC Chicago offices lined up in front of the camera recently for individual passes for use in the studios as a precaution against possible war sabotage. Police guards already have been posted at vital points in the studios. Next precaution scheduled for the near future includes the installation of blackout shades and curtains at the WMAQ transmitter and in the NBC Chicago studios in the Merchandise Mart.

CUPID's BLITZ

Some of the darts tossed around by the little fellow with the bow and arrows have struck here. Alice Dinkeloo of Continuity Acceptance left the company to take up her household duties as the wife of Philip Jones of Highland Park, having wed in December.

Then, just two or three weeks later, Alice Weidenheim of Sales Promotion altared (ed. note: !) her ways with Groves M. Kilbourn.

And last, but definitely not least, Annamae Dorney of Press returned to the office after the holidays sporting a huge sparkler on her "third finger, left hand." The lucky chap is James Griffin. No date for the wedding has been set.

To this trio of beautiful girls we all extend our very best wishes.

CHICAGO ANNOUNCER'S SCHOOL

Despite the fact that Uncle Sam has taken many of our young fellows here, the Announcer's School, directed by Lynn Brandt, continues its phenomenal success.

In the four year history of the class, 38 members have graduated to regular announcing chores with stations in 19 states.

Raymond Marcus, clerk in the announcer's room, was the last to leave, and therein lies a tale. Marcus and Jerry Kauffer of the Guide Staff auditioned for a vacancy at Station WTAQ in Green Bay, Wisconsin. Haydn Evans, WTAQ General Manager, wrote Brandt that either of the applicants would be acceptable.

In order to show no partiality, Lynn tossed a coin and Marcus won. Before his departure, Ray purchased the lucky coin from Brandt.

Other alumni of the school are Matthew R. Thorneycroft, who is located at Station WGAC, Augusta, Georgia and J. Richardson Loughrin, who joined the staff at WDEV in Waterbury, Vermont.

VETERANS ALL

There are more veterans per square ohm in the Engineering Department than in any other part of the Central Division.

Howard C. Luttgens, chief engineer, joined the staff of WEAF in 1924 and came to RCA with it in 1926. He was transferred to Chicago as Central Division Engineer on October 23, 1927 and had been on the job continuously ever since.

Ted Schreyer, Operations Supervisor of the Central Division, likewise dates back to the 1924 days at WEAF. He came with that station to the company and was transferred to Chicago in 1930.

Some of the boys in Central Control have been with the Company almost as long. The nine men working there have been with NBC for a total of 113½ years, an average of 12.6 years per man.

Personnel of the Control Room Staff and their tenure with the company include:

E. C. Horstman, 14 years
J. R. Miller, 13 years, 6 months
J. H. Platz, 11 years, 6 months
W. K. Cole, 11 years, 7 months
M. H. Eichorst, 12 years
V. D. Mills, 11 years, 8 months
W. O. Conrad, 10 years, 8 months
R. B. Sturgis, 10 years, 8 months
T. H. Clark, 12 years, 5 months

Veterans of Station WMAQ, which became affiliated with NBC on November 1, 1931, celebrated the tenth anniversary of WMAQ's association with NBC by presenting a clock to Miss Judith Waller, former vice president and manager of the station, who became educational director of the NBC Central Division following WMAQ's sale to NBC.

Presenting the token of WMAQ-NBC veterans' esteem for their former employer is Joseph Gallicchio, orchestra leader, who was musical director of WMAQ prior to its coming to NBC.

Looking on are Mrs. Grace Neuwerth, long-term secretary to Miss Waller, who followed her employer to NBC and Engineer Charles V. Corliss.

Still in the employ of NBC, at the Merchandise Mart Studios in Chicago, are the following WMAQ veterans: Musicians Franz Pfau, Whitey Berquist and Bill Krenz; Engineers Walter Lindsay and Byron Spears; Miss Lillian Wack, Miss Mary Kelly, Pats Gallichio and Herman Boettcher.

SAN FRANCISCO

(CONTINUED FROM PAGE 9)

all in stride, hoping nothing happens but ready for it if it does.

NEW BUILDING

Work on the new NBC Building in San Francisco is progressing on schedule and March 14 is set for the dedication.

Most spectacular architectural feature is the huge mural panel, 14 by 40 feet, rising above the main entrance. This symbolic montage, containing scores of pictures in 114 colors, will tell the story of the unlimited reach of radio from the tropics to the poles. It is done in special tile, the only creation of its kind in the world.

Completion of the mural was celebrated with a special broadcast at the building January 17. A dramatization of the story in the great panel was a feature of the program.

HONOR ROLL

These names appear on the Honor Roll in the main lobby at KGO-KPO:

Curtis D. Peck, chief engineer
Dick Bertrandias, production
King Harris, sales
P. A. Sugg, engineer
Frank Fullaway, engineer
Bob Bishopp, sound effects
Alvin Nelson Jr., NBC Building
Jim Pool, press
Bob Gray, guest relations
Don Monett, sound effects
Ed. C. Callahan, engineer
Milton Frank, mail
Martin Levin, mail

VACATION

Four of five efforts to get a vacation had failed for Al Nelson, head man for NBC in San Francisco. Something always happened.

He finally got away December 5th, reached Death Valley about noon, December 7th, and had just settled down for some good old peace and quiet when he began hearing things about Pearl Harbor.

Came confirmation. Bags were repacked. Motor trip of 167 miles to the nearest airport and a flight back to work, arriving at 1:00 a.m. Net result: A three-hour vacation.

PERSONNEL NOTES

Agnes Ansel of Mimeograph and Edward Kurnick of the J. G. Johnson Co. will wed in February. . . . Jane Scott of Stenographic and William Thurman of Bethlehem Steel were wed in December. . . . Juan Trasvina, Spanish News Editor for Short-Wave Station KGEI, and Carmen Puente, were married in December. . . . Arnold Marquis, writer-producer, transferred to Hollywood. . . . Paul Gates, Supervisor of Announcers, is teaching Voice and Program Building in the adult night school of Technical High in Oakland. . . . More than 250 members of the KGO-KPO staff, with their wives, husbands and sweethearts, joined in the dinner dance November 10th, in celebration of NBC's 15th Anniversary. . . . J. Gilbert "Gil" Paltridge became head of Sales Promotion since the last issue. . . . Producer Bob Seal has taken over Arnold Marquis' course in radio writing for the University of California. . . . Mr. and Mrs. Bill Wood recovered from their automobile crash in October. Rufus, their pet dachschound, wandered in a tomato field for a week before he was found. He's back to normal, too. All is well.

NEW YORK

(CONTINUED FROM PAGE 8)

succeeded William Kostka as head of Press. . . . Jack McCarthy, the Basin Streeter, is the proud father of a baby girl. Her name is Joan Eileen. . . . Bob Hutton, Jr., came on from Minneapolis as Promotion Manager for WEAF. . . . Easton C. Wooley, Manager of the Service Division of Station Relations, married Miss Christine Poler of Forest Hills. . . . Miss Johanna M. Voith, formerly with the New York Public Library, has joined Research. . . . Dorothy Jorgensborg of Traffic is engaged to Laurence Ruddell of Telegraph. . . . Aarm Rubin of Accounting was married January 18th. . . . Charles Imperial of Duplicating wed the former Elynor A. Nicosia in September. . . . Rosalind Barbara Madison of Stenographic married Edwin Leonard Scher, January 3rd. . . . Valeria Sparks of the Bindery was engaged Christmas Day to Mr. Joseph Treutlin. . . . Jim Gillis of National Spot Sales broke all of his toes in a skiing accident. . . . Dom Davis, ex-TRANSMITTER editor, is now on WFIS, White Plains. . . . Gouverneur Helfenstein of Mail Messenger left NBC to manage a theatre in Rye, New York. . . . Shirley Metz welcomed in the New Year in Miami, leaving General Promotion for Florida and a vacation. . . . Palm Taege, Niles Thulin and Cal Abraham are all recent additions to International. . . . Hugo Seiler left Mail for Red Sales, replacing Alec Biddle who shifted to Bill Johnstone's job when Johnstone became assistant to Mr. Frey. Gordon Vanderwarker started all this by leaving Red Sales for the Army. . . Bob Shaw is a new writer in Press. . . . Charles O'Connor and George Ansbro are staff announcers once again. . . . Clementine Hall and Eugene Juster are new readers in Continuity Acceptance. . . . Peter Barker and Martin Jones are the latest Television Production Men. . . . A. L. Hammerschmidt is a new Television Engineer. . . . Robert Savin, David Gilbert and Ludwig Simmel went from Guest Relations into Blue Sales Service. . . .Warren Ambler is in Music. . . . Charles Crane and Creighton Scott are newcomers in International. . . . Thomas Tart, former manager of the Ritz Theatre, is assistant to George Monohan, Manager of the new Protective Division.

MILE O' DIMES

Charles "Bud" Barry of Program Supervision is in charge of the 1942 WEAF-WJZ "Mile O' Dimes" campaign to raise funds for the fight against infantile paralysis. Assisting him are Jack Mills and Bill Garden of Guest Relations.

Stands are located by the Astor Hotel on Times Square, at Grand Central and Pennsylvania Stations and on Fifth Avenue at Rockefeller Center.

A Mobile Unit is again touring the City. Wall Street, 33rd Street and Greeley Square, Madison Square Garden, Bronx Concourse and 42nd Street are a few of the Mobile Unit locations.

The Red Cross needs your aid this year more urgently than ever before. Send a contribution today!

NBC SUGGESTION SYSTEM

The Suggestion System, in its first few months, has impressed its backers as being, in itself, one of the most beneficial ideas yet applied to the National Broadcasting Company and its efficiency of operations.

Further, the System is serving more than one purpose, going well beyond its first endeavor, that of making new ideas available to the company.

Usable ideas, in the more fundamental mechanics of a corporation the size of NBC, still form the bulk of the suggestions received. But in the rejects, those ideas suggested before or considered impractical at the moment, has appeared a significance important in itself.

The first insight is that each suggestion is an employe speaking. Even if the suggestion does not receive an award, it is still of interest to the executives of this company. In its lines and phrasings are the words and thoughts of an NBC personality. Someone with whom a department head would often wish to sit down and, in conversation, exchange viewpoints. When you write a suggestion you're discussing an idea just as personally as if you were sitting in this department head's office telling him something about yourself.

But these suggestions go beyond the single voice. They reflect, not only a personal idea, but often the thoughts of the other employes about you. For example, if someone should suggest the office walls of NBC be painted a different color and the division head in charge of painting the walls different colors should reply that he considered painting the walls green, as per suggestion, but it has been easier, what with priorities, to get cream colored paint, that would appear to be that.

But another suggestion, from a second person, is received suggesting the walls be painted green, cream being inclined to dirt and smudges. Still a third suggestion arrives stating that green is much more restful to the eyes.

The division head, at this point, sits up and decides he'd better look into this. Perhaps, after all, it might be better to paint the walls green. The resulting decrease in glare might cut down on employe headaches. The walls are painted green and, out of the files, comes the first suggestion for an award. The benefit, otherwise overlooked, is put into practice due to the volume of suggestions received and a small, but essential, fault is corrected.

There is a third benefit to the System. Information occasionally gets by an employe, is forgotten or perhaps, in the original instruction, was not clearly expressed. Knowledge of this shortcoming, through a suggestion, results in a benefit all around.

An employe, recently, discovered a short cut in her method of bookkeeping. She had worked out the more efficient method from her own intelligence and submitted it to the committee.

It was discovered that, not only she, but her entire department should have been using the very method of bookkeeping she described. Her suggested method had been in force for some time throughout the rest of NBC. Her department has increased its efficiency by 30% thanks to her suggestion which revealed an odd state of affairs.

In another instance, suggestions reached volume proportions in advising NBC of a convenient way to deduct, from its employe payrolls, amounts for the purchase of defense bonds and stamps. A memo, announcing just such a plan, had been circulated throughout the company last fall.

The number of employes suggesting this practice already in force impressed executives with the importance of re-issuing the memo. If you want to buy defense stamps and bonds automatically, contact the treasurer's office and a regular amount will be deducted from your salary each pay day for that purpose.

More than 250 ideas have been considered to date. One suggestion alone will save the company an estimated $300.00 a year. A total of $95.00 has been awarded to the winning contributors whose names appear on this page. Employes of the Eastern Division of NBC may win as much as $100.00 for original suggestions accepted as beneficial to the company.

Every suggestion is investigated. The Personnel Office attempts to answer each suggestion, accepted or not, individually. The reason for a suggestion's non-acceptance is always available to the sender. If an employe finds that his suggestion has been misinterpreted in any way, it may always be appealed.

The green suggestion boxes are everywhere in Radio City. There is one in every office, complete with entry blanks and envelopes. It is a company policy that NBC doors and minds are always open. Perhaps you've felt that executives are always too busy to listen to some idea you've had in the back of your mind. The Suggestion System was inaugurated to overcome just such reticence on your part. If you're working for NBC you have ideas and imagination. Your company pays for good ideas. No idea is of any use if it remains stagnant. Send them in, all of them. Don't keep a good idea to yourself!

THESE NBC EMPLOYES HAVE COLLECTED!

J. Barefield	$15.00
R. Ingle	10.00
J. N. Stoody	10.00
C. Boden	5.00
R. Compton	5.00
D. Engle	5.00
E. J. Ernest	5.00
K. Goddard	5.00
B. J. Hauser	5.00
M. Kingston	5.00
W. Magill	5.00
W. C. Miller	5.00
R. Pascal	5.00
G. Petry	5.00
W. Whitfield	5.00

NBC TRANSMITTER

MAY 1942

IN THIS ISSUE:

BC WAR CLINIC

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N IN THE MOOD

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TOPPERS AND STOPPERS

NBC'S TOP EXECUTIVES

Frank E. Mullen, Vice President and General Manager, and Niles Trammell, President

NBC TRANSMITTER
VOL. 8 MAY 1942 NO. 2

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

A MESSAGE FROM MR. TRAMMELL

● From Florida, where Niles Trammell, president of the National Broadcasting Company, is rapidly recuperating from an illness, comes the following message:

"Above all, don't forget to send the NBC Transmitter to every member of the NBC family who is serving with our Armed Forces. We haven't forgotten them and we don't want them to forget us.

"And say for me, please, that we're proud of them. Those of us who remain behind will try to do our share, as good Americans, to hasten the day of their return. My very best wishes and kindest regards to each of them."

THE NEW FORMAT

● The NBC Transmitter in a new format makes its appearance with this issue. Heretofore the magazine has been circulated among NBC employees. Now it will go to the personnel of all NBC-RED affiliates as well. With this in mind, an effort has been made to make the contents of general interest.

In a large measure, the reader interest of the Transmitter will depend on the cooperation of the stations. We are anxious to have items and pictures from our affiliates.

The NBC Transmitter has become the organ of the NBC family, embracing 134 stations from coast to coast. Our problems and interests are common. New York wants our stations to know what we are doing, but, more important, New York wants to know what you are doing.

Contributions should be sent to NBC Press Department, New York.

Inter-American University of Air Launched

22 Nations in NBC plan for hemisphere curriculum

● St. Paul, Minnesota, may be many thousands of miles from Sao Paulo, Brazil, but the two cities—like the two Americas—have more than a nomenclative bond through the recent establishment of the Inter-American University of the Air, an NBC public service feature presented with the cooperation and ultimate participation of all 22 nations in this hemisphere.

The kilocycle university—acknowledged as one of the greatest single steps to promote hemispheric solidarity—was launched at the Pan American Union, Washington, on March 28, by an organizing commission of 39 outstanding personalities in the fields of education, diplomacy and radio.

Functions of the Air University are supervised by Dr. James Rowland Angell, NBC public service counselor, and directed by his new assistant, Sterling Fisher, noted authority on radio education and Latin-American affairs.

Cultural and scientific advances of the Western Hemisphere are the themes of the five topical divisions of the Inter-American University. Curriculum includes History, Government, Music, Literature and Science.

Fisher has carefully scanned the curricula of American universities and colleges and has shaped the broadcast schedule to supplement rather than supplant classroom instruction. All broadcasts are intended for home rather than class reception and are timed so that the greatest possible number of students in all the Americas can benefit by them.

The original organizing commission which launched the Air University in Washington continues its affiliation with the project as a permanent advisory committee. The group includes names which, in a single list, read like a digest magazine's reprint of "Who's Who," running from Dr. Pedro de Alba, assistant director of the Pan American Union, to George F. Zook, of the American Council on Education. It contains such names as Dean Virginia Gildersleeve, of Barnard College, and Nelson Rockefeller, Co-ordinator of Inter-American Affairs.

First phase of the Air University's operations is the network presentation of its programs to listeners in the United States and Canada with some foreign-language "classes" conveyed by short-wave for rebroadcasting in other nations. Second phase is the individual local broadcasting of the series by 124 transmitters in Central and South America; these stations are supplied with Spanish and Portuguese scripts and instructions for presenting the series along lines similar to the original network presentations. Dr. Angell intends to have transcriptions available for either rebroadcasting purposes or classroom playbacks.

STERLING FISHER

The Inter-American University of the Air has the endorsement of Secretary of State Cordell Hull and many other eminent authorities on inter-continental relations. What some of these persons think is exemplified by the two following brief quotes:

Dr. Luis Quintanilla, Mexican Minister to the United States: "We should rejoice at the creation of this worthy enterprise. It will help education. It will help Inter-Americanism. It will help democracy. And because of that, it will help to bring nearer to us the glorious day of final victory."

Dr. Leo S. Rowe, director general of the Pan American Union: "I believe that this Inter-American University of the Air can contribute much, not only to a better appreciation on the part of the nations of Latin America of what the United States stands for, but also to a much better appreciation on the part of our own people of the culture and civilization of our twenty sister republics."

MEN IN THE MOOD

Guardians of a Million Tunes

THOMAS H. BELVISO

● Archipelagos and arpeggios. Bataan and batons. Mandalay and mandolins.

The combinations may seem odd, but they're not unusual at all around NBC's Music Department in Radio City where Manager Thomas H. Belviso and his large staff of arrangers, composers, librarians and program and copyright experts hold forth in their daily task of guiding and guarding every note that enters a network microphone.

Regardless of the nature of a program, if music is used in any manner, every bar must clear the copyright vault as cleanly as a vaulter must clear the bar.

Of all the notes in the musical scale, only one of them—"do"—gets double billing. It pops up first and last. But, despite its prominence, it isn't considered more important in Belviso's sanctum than a long list of "don'ts."

That's because music building on air shows calls for caution as well as creation. Performing rights must be scanned as carefully as arrangements are scored. Every combination of notes from the latest Shostakovitch symphony to the sound effect of a musical automobile horn must clear through the Music Department before being scheduled.

But, Belviso and his staff are not only concerned with the strictly musical programs. Even on news, drama, talks and variety shows, music is literally in the air. There's background music, theme music, mood music and "bridge" music, the latter being short musical scores which link the changes of sequence or program action so that listeners can follow the plot transition.

When a parade passes a mike, the blare of the trumpets and the beat of the drums yield a much-desired radio effect. But you can bet your bonnet that before the drum major's stick is twirled in the air, his repertoire has been checked and approved by the NBC music staff. And at a college game, when the band adds a nostalgic glow to the play-by-play broadcast, you can chance your chapeau that the selections entering the NBC mike have already cleared Belviso's department.

There are over 1,000,000 selections in the NBC music library. It is the largest working collection in the world, serving multiple assignments for all branches of NBC: the Red Network, television, international-shortwave and radio recording. In addition, there are countless queries from agencies, clients and affiliated stations.

Many original compositions are born in this department. Several script shows—"Joe and Mabel" and "Abie's Irish Rose," for example, utilize custom tailored scores.

There's a big demand for special scores on such semi-news programs as "The Army Hour." This series, incidentally, calls for a mile-a-minute pace in the music department. On the first show, for example, the music lads cooperating with Jack Joy, the conductor assigned to the series by the Government, got their outline on Wednesday. By toiling 'round the chronometer, they had the score ready for a piano rehearsal on Friday, and an orchestra tryout Saturday, the day before the full-hour show went on the air. The men must work against time and, unlike the composers of legend and lore, they can't wait for moods or Muse. Their task must be done on time, and they are trained to do it well.

Belviso reveals that the complexion of radio music follows the trend of world events.

In his quest for authentic foreign songs, Belviso and his staff check consuls and embassies. And even then they are not content with a single opinion. Recommendations are always rechecked. This extra note of care is essential because one country may have more than one national anthem—each representing a political faction. It would be tactless, for example, for NBC to use a rebel song that had been misrepresented as a foreign national hymn.

Hence, the Music Division of NBC is a blend of creative, legal and diplomatic functions. And in all problems, the network music workers let their conscience be their Guido!

Thomas Belviso, who supervises the multiple activities of this important program division, made his bow as a violin student at the age of seven in his home town of New Haven, Connecticut. Four years later, he played with the New Haven String Orchestra and, at thirteen, with the New Haven Symphony. At fourteen, he went "commercial" and conducted his own orchestra at the Hofbrau in the same city.

During his school years, Belviso did a brisk business in conducting and furnishing orchestras for special engagements in many cities. These years were crowded with experiences and anecdotes. One night, for example, while playing in a Norfolk, Virginia, hotel, several guests asked the young conductor to play special numbers. One would ask for "Long, Long Trail"; another would request "Sweet Adeline." And on and on the evening went with Belviso trying to please everyone. All went well until he filled a request for "Marching Through Georgia." Belviso forgot its significance below the Mason-Dixon line. Result: Crockery to the tune of $300 was shattered in the direction of the bandstand!

Between 1921 and 1930, he was musical director for 100 Paramount-Publix theatres in New England. During this period, he made musical settings for literally thousands of feature films. He joined NBC in 1930, as a program builder and music director. In 1937, he was named to his present post of Manager of the Music Division where he is assisted by a large staff of specialists of long standing.

Ernest La Prade, composer and author, is director of musical research, William Paisley, manager of the Gargantuan music library; Harry Wightman, supervisor of library service; Richard Bannier, supervisor of music rights, and Tom Bennett and Ernie Watson, staff composers.

Advancing the Victory Effort

Two NBC girls were in this Navy conga line

● There's considerable behind-the-scenes activity at NBC to aid America's victory effort. Employees throughout the organization are not only doing their bit in efficient handling of their jobs, but have volunteered for several extra-curricular wartime tasks as well. Air-raid precautions, first aid and Army and Navy entertainment are included in the wide-range of Radio City's "win-the-war" efforts.

An elaborate Air Raid Precautions organization has been set up in the NBC studio and office section which is a self-contained official sector in the Rockefeller Center zone. V. J. Gilcher, of NBC General Service, is sector warden, and his alternates are W. G. Martin, of Guest Relations, and Joseph D'Agostino, of Engineering. The senior post warden roster includes: Clay Morgan, assistant to the president: William Burke Miller, of Program; Thomas H. Belviso, of the music library; William Clarke and Ferdinand Wankel, of Engineering; N. E. Kersta, of Television, and W. E. Webb, of General Promotion. These wardens are responsible for organizing and training NBC's ARP personnel and directing safety activities.

Closely allied to the ARP efforts is the extensive training program in first aid undertaken by 75 women of the network staff. The entire roster of the course organized by Helen M. Korday, of Personnel, received Red Cross certificates for proficiency in first aid upon the recent completion of twelve weeks' intensive study and drill.

Mrs. Arthur Brothers, of the American Women's Volunteers Services, was the NBC instructor at the two-hour Tuesday night classes held in the studio section. The three-month course covered full requirements outlined in the Red Cross Textbook on First Aid, and the ladies are now qualified for resuscitation work considered vitally essential to ARP activities.

Of a radically different nature—but just as important in helping America's victory effort—is the membership of 50 NBC girls in the Rockefeller Center hostess unit of the New York City Defense Recreation Committee—a USO unit providing entertainment for American and Allied soldiers and sailors in the New York area.

NBC's girls on the hostess staff represent ten per cent of the 500-girl Rockefeller Center contingent headed by Lucille Claus, of the Blue Network Company Stenographic Department. Hostess duties require the girls' presence at organized entertainment given at defense centers, homes of prominent welfare workers, cooperating restaurants, night clubs and theatres. The committee is no mere "date bureau"; it is assigned the morale-building task of brightening the New York furloughs of service men through cheerful companionship.

The girls have let ye olde editor of NBC Transmitter in on the fact that most service men are shy, and that they like to establish correspondence with the hostesses. And one girl is proudly displaying an engagement ring—the result of a romance that started with a USO date.

AN ISTHMIC, RHYTHMIC SERENADE: *These WSM (Nashville) stars, all heard on NBC-RED shows, recently returned to Tennessee after a "Camel Caravan" trip to Panama where they entertained our Armed Forces. Left to right are Kay Carlisle, Ford Rush, Minnie Pearl, and Dollie Dearman.*

CALIFORNIA CINDERELLA

Dolores Miller, 16, Wins Violin Scholarship

● In the little valley town of Livermore, pop. 3,000 souls, set down in the rich California wine country and completely surrounded by snow-capped mountains, Saturday, April 4, was marked as a red letter day.

In the center of town, rigged out on the street from the radio store, was a loudspeaker and standing around below, quiet, anxious, was the majority of Livermore's citizens. The only folks missing were Dolores Maurine Miller, 16 years old and one of the 300 students of the high school, and Maurine's father, manager of the Livermore J. C. Penney store, her mother and her ten-year-old brother, Douglas—known to his friends as "Superman."

The Miller family, complete, was in the NBC studios in San Francisco where Dolores, winner of a Western regional audition, was ready to compete in a nationwide Red Network broadcast held as the finals of a violin scholarship contest jointly sponsored by NBC, the Juilliard School of Music in New York and the National Federation of Music Clubs. Listening in, along with the 2,996 citizens of Livermore, was the far-flung radio audience and a panel of five judges, scattered about the country on the important business of being distinguished musicians. These judges were Pierre Monteux, conductor of the San Francisco Symphony Orchestra; Leopold Stokowski, former conductor of the Philadelphia Orchestra and this season identified with the NBC Symphony Orchestra; Louis Persinger and Albert Spalding, both famed concert violinists; and Ernest Hutcheson, President of the Juilliard School.

At the conclusion of the broadcast, the townfolk of Livermore cheered, whistled and settled down into that still period of waiting until their judgment had been officially confirmed. The judges acted immediately, however, and speeding wires to NBC headquarters in New York named Dolores Miller as unanimous winner of the contest. A big day for Livermore!

DOLORES TAKES A BOW

For her brilliance, her technique and her musical maturity, Dolores will receive a one-year scholarship in violin study at Juilliard, contributed by the school, with her living expenses paid by NBC.

For her junior miss warmth, her enthusiasm for living and her all-embracing excitement about just people, Dolores received the whole-hearted admiration of everyone she met in New York during the exciting week she and her mother enjoyed as NBC's guests.

It was her mother, also a violinist, who started Dolores on her amazing career. At the age of three, at her own insistence, Dolores began the study of violin with her mother as teacher. At the age of eleven, Dolores won her first contest, thereby starting a winning streak, in which the scholarship contest was number five. Number four, two years ago, was a six-month scholarship to study with Henri Temianka, currently concertmaster of the Pittsburgh Symphony, which she has rewon every six months since.

Dolores and her mother arrived in New York on April 17 and began a round of activity and honor-getting that was previously beyond the imagination of the little school girl from Livermore. The climax was an appearance as soloist with the NBC Symphony, Leopold Stokowski conducting, which was specially presented over the nationwide NBC—RED Network. She also played for service men at the Stage Door Canteen, the first serious musician to appear there, and was a brilliant success. She saw several examples of real, live three-dimensional entertainment and—"gosh, it was wonderful"—went to the circus and met the performers.

PRINT COLLECTING

Hollywood's Sound Effects Department was turned into a fingerprinting bureau in accordance with the ruling that all NBC employees be photographed and fingerprinted for identification. Guest Relations Manager Bill Andrews took a course in the fine art at the local FBI office, and is seen here getting the prints of Betty Boyle, of auditing, while Lew Frost, assistant to vice-president Sidney Strotz, wipes ink from his fingers.

TOPPERS AND STOPPERS

By Ken R. Dyke

NBC Director of Promotion

● Listener surveys and popularity polls have so consistently shown NBC—RED programs to be up in front, that it no longer seems like news. However, anyone in advertising—particularly the radio side of the business—knows that it is just as tough a hurdle to maintain leadership as it is to establish it.

In checking the results of various newspaper and trade paper polls, door-to-door and telephone surveys, it is always the same story — "NBC—RED leads!"

KEN R. DYKE

Nine out of eleven top places to NBC—RED!" "Fourteen out of fourteen top places to NBC—RED!" Regardless of how the polls are phrased—provided, of course, that the tabulations refer to "best" and "most popular" radio shows—the answer has proved inevitable.

It's easy for any sales executive to blare the trumpets for any product he's selling. But when other sources—fair and impartial—do it for him, he has a far more effective and powerful sales weapon.

As this issue of the NBC Transmitter goes to press, the latest CAB ratings reveal that NBC—RED programs win eight out of ten top positions. It is important and impressive to note that in every year since the CAB survey was launched, NBC—RED has carried more of the "first ten" than all other networks combined. And, as is already widely-known, the highest rated program on the air has *always* been on NBC—RED. Good going!

Currently, the aggregate CAB ratings for evening shows run 32.1 per cent ahead of the next network. This is partly due to the fact that NBC—RED has less unsold time than any other network.

On the basis of average nighttime program ratings, NBC—RED is far and away the leader with an average of 16.5—a remarkable 35.2 per cent higher than the second network.

Statisticians find many ways of listing popularity figures. But whether it's by income brackets, telephone ownership, automobile ownership—or what have you—the answer in popularity ratings is always the same—"NBC—RED!"

I've been sold on the story so long that I'm used to it. But, it's refreshing to continually find the new surveys and polls confirming past ones.

For example, the latest CAB memo on my desk gives NBC—RED the following: "The four top programs averaging 37.8, and fourteen out of the first fifteen half-hour programs—averaging 28.0. This means that now, more than ever, the Red still is the network that 'most people listen to most.'"

The CAB survey tells only part of the story. Let's take a peek at what the newspaper and trade paper polls reveal.

The noted Scripps-Howard Radio Poll gave NBC—RED personalities and programs nine out of sixteen places on its roster of the industry's "1942 Champions." The Annual "Radio Daily" poll put NBC—RED on top with ten out of eighteen first places. And look at this topical breakdown of "Radio Daily" tabulations: NBC—RED won eight out of twelve favorite commercial programs, ten out of thirteen favorite radio entertainers, ten out of twelve favorite comedians, five out of the first eight quiz shows, two out of the first three favorite male vocalists (popular and classical) five out of the first seven favorite dance bands (sweet and swing).

(Continued on page 15)

RED FOODS ARE HOT!

According to new CAB figures, the four most popular food-sponsored programs on the air are on NBC—RED, with an average rating of 35.8—higher than any single show on any other network. Incidentally, the first eleven top-rated half-hour shows are NBC-RED also, with an average rating of 30.2!

WALTER DAMROSCH
(Story on opposite page)

Bouquets and Brickbats in NBC Mail

● A total of 8,568 pieces of listener mail passed through the NBC Information Division in March. And the lads and lassies who answer these epistles have given the Transmitter a few gleanings from network correspondence.

● Too much flag-waving on the air? Do listeners approve of American pep talks, songs, plays and announcements? This is what they write: "More of the same is none too much; but it must be good!"

● One listener, hearing of the new Army Hour, forwarded five dollars "to cover the cost" of relaying a message to her son in Iceland.

● There has been a deluge of requests for Kaltenborn scripts; one correspondent even included a ten-dollar donation "to keep him on the air." Congress was prominently represented among the Kaltenborn letter-writers.

● "Gripping!" "Inspiring!" "Brilliant!" Such adjectives sound like a Hollywood exploitation man at his dictaphone. Actually, the words are listeners' comment on Arch Oboler plays.

● Arid and frigid was the reception given by dry ice manufacturers to a script in which a character was asphyxiated by dry ice fumes.

● A farmer from the hinterlands who wrote that he "heard of your company over the air" asked if he could come to New York at NBC expense and answer questions via the mike.

New Honors to Walter Damrosch

● The nation's leading authorities on radio education took time out at their annual convention at Columbus, Ohio, May 5, to pay tribute to Dr. Walter Damrosch, music counsel of the National Broadcasting Company, and foremost exponent of musical education via the airwaves. This latest tribute to the world-renowned conductor and composer was the occasion for the formal announcement by the Blue Network —until recently a division of NBC—of a $500 musical scholarship known as the Damrosch Award which will be administered by Ohio State University. The conductor was also cited by the University for his "distinguished career of public service in music, radio and education."

Edgar Kobak, Vice-President of the Blue Network, presented the scholarship at the banquet highlighting the convention of the Institute of Education by Radio. Invited guests included Governor John W. Bricker, of Ohio, H. H. Davis, vice-president of Ohio State University, and Dr. James Rowland Angell, public service counsellor of NBC and president emeritus of Yale University.

Thus Dr. Damrosch was accorded a tribute by educators which paralleled the honors bestowed on him by the musical fraternity last January when he celebrated his eightieth birthday.

Prizes for the various "bests" in the numerous classifications of educational programs are regularly made at the Ohio convention, and it was fitting that the testimonial to Dr. Damrosch and the announcement of the scholarship bearing his name was made on the occasion.

This is the fourteenth season of Dr. Damrosch's "Music Appreciation Hour," an accepted part of school curricula.

During his four score of years, Dr. Damrosch has attained such great heights in music that it would be difficult to select his greatest single achievement. His fame as a symphonic and operatic conductor and his renown as a composer—tremendous as they are—will not relegate his radio educational work to anything but a "first" rating in listing his manifold cultural achievements.

And that's because his endeavors to make good music understood, appreciated and demanded by the youth of the nation have succeeded through his formula.

SERVICE WITH A STYLE

By C. L. Menser

NBC Program Manager

● Any keen eye scanning the radio horizon in recent months would have noted that stations are leaning more and more towards public service and good-will programs. While there is no question about the fact that stations are in business for profit (don't forget that they are officially tagged "commercial" stations!), it must be agreed that they are going far beyond their license obligations in "public convenience, interest and necessity."

Recognition of an obligation of public service is but the first phase of true civic endeavor; the important second step is to realize the size and scope of that obligation, and to cater to it in more than a nominal manner.

WYLLIS COOPER, AUTHOR OF ARMY HOUR

And gaining public good-will through service programs is good business, too. Winning an audience with non-profit features means that stations will hold those listeners and constantly gain new ones. All of which implies that commercial hours on the stations are often benefited by the audience-pulling effects of public service shows.

An example of the splendid cooperation of NBC—RED affiliated stations occurred about two months ago when queries went out of Radio City regarding the availability of air time for "Down Mexico Way." This sustaining feature—designed along the dual lines of excellent entertainment and an effective contribution to Inter-American unity, surprised some trade observers because there was a 100 per cent station acceptance.

Such "all-out" assistance in carrying a non-profit feature is a rare thing in broadcasting. The distinction is usually reserved for such events as talks by President Roosevelt, Winston Churchill and other notables making headline history.

Yet the result of the query did not surprise *all* observers; that's because of the excellent record in time allotments to public service features granted by these same stations even long before "Pearl Harbor." Broadcasters now realize the part radio must play in the war effort. Contributing to the nation's morale and the victory effort is their vital task.

It is apparent that carrying the programs cost transmitters plenty of hard cash. While it's true that a great share of each station's schedule is assigned to the so-called "sustaining" features, it takes money to sustain the sustainers. And when all stations on the NBC—RED roster accept a public service program to be carried at a single time, it is obvious that in virtually every instance, several local advertisers desiring the identical period are turned down.

The change that has taken place in sustaining features since America entered

(*Continued on page 15*)

Red Quarter Rings True

● An NBC Research Division analysis of six CAB reports covering the first quarter of 1942 reveals that the NBC-RED Network continues to gain in commercial program listening.

Aggregate evening ratings earned by NBC were up 1,238 points—an increase of 12.4 per cent over the same period in 1941.

Figures for March, 1942, which are of special interest in respect to "War Time" and its effect on listening, show that the Red Network had an increase of 16.5 per cent over March of 1941.

James Lawrence Fly, chairman of the FCC, and NBC's Frank E. Mullen, in an informal chat at the Harvard Club in New York.

Mere hospitalization couldn't stop a broadcast on NBC-RED.

C. Lloyd Egner, NBC Vice-President, makes Master Sergeant Martin Doster an NBC "brass hat" at a "Jungle Mudders" dinner party welcoming Doster to New York after his colorful use of NBC recordings for Army entertainment in Panama.

Radio City's world-famous Studio 8-H recently underwent extensiv face-lifting. Here is the redecorated studio equipped with a ne "sound box" stage and other acoustical properties including soun absorbing upholstered chairs.

Fred Bate, new head of the NBC International Division. Since 1932, Bate headed the NBC staff in Western Europe. In his new capacity he is in charge of the network's short-wave broadcasts to all parts of the world.

For meritorious service in coverage of rector of news and special events, receive Radio Executives Club.

ouper like Eddie Cantor from his weekly

The Caliph of Clout is received by the Sultan of Sportscasters. Bill Stern interviews Bab Ruth upon the Bambino's return East.

Radio engineers are rallying for Uncle Sam. This pair of WSM Nashville) technicians, George Reynolds and Aaron Shelton, are nown teaching radio at Vanderbilt University for students striving for nsigns' commissions in the Navy.

This is not a Hollywood movie set. It's a special event televi sion program of NBC in New York demonstrating air raid pre cautions and civil defense measures. Air raid wardens gathere in local police stations to "look in" on the tests.

n news, A. A. Schechter (left), NBC di- aque from John Hymes, president of the

H. V. Kaltenborn, NBC commentator, was guest of honor at a 20th anniversary dinne tendered by the network. Dr. James Rowland Angell, NBC public service counselor, tel HVK an apparently good yarn.

WAXING ELOQUENT

With NBC Radio Recording

● Making records while breaking them is an apt description of the job being done by NBC's Radio Recording Division, now celebrating its seventh anniversary as literally (and *laterally*) a "broadcasting system within a broadcasting system."

Amazing things pop out of the maze of offices on Radio City's second floor where Vice-President C. Lloyd Egner and his half-hundred aides of the Recording Division hold forth in their daily task of recapping the turntables of hundreds of radio stations with topnotch entertainment.

C. LLOYD EGNER

Roget may have had a word for it when he called his book a thesaurus, but it took the NBC Recording Division to put his word to music in the now-famous NBC Thesaurus service—"a treasure house of recorded programs." Today, this disk-and-script program service is employed by more than 200 prominent stations, thus making possible the use of network talent and network production by transmitters everywhere. Even though the idea of a radio thesaurus took more ribbing than the torso of a brontosaurus, it has grown to such mammoth proportions that it is accepted as the backbone of sponsored and sustaining local program services by more stations than are in any single network.

Yet the Thesaurus is only a part of the Recording Division's activities. This unit also produces and syndicates individual programs. Then there is its active participation in the business of transcribing broadcasts off-the-air or off-the-line for advertisers and agencies. Audition records for use in the selling of "live" shows are also made here. In all, the business that goes on is *sound* business, indeed. While it is based on the technical tempo of 33⅓ revolutions per minute, there's nothing revolutionary about it except the sales gains constantly scored by Mr. Egner and his lads who can't help but make an impression whenever they make a record.

Activity in the recording division proceeds with the same pace and precision maintained in the network's "live" program division. Sales, script writing, casting, production and engineering are all done within the Recording Division on the identical scale of quality demanded by network shows. Continuity acceptance, copyright clearance and other technicalities are also handled in this self-contained division before the programs hit the groove. Production routine is identical to actual broadcasting; the only difference is that the sound wave is etched on the record instead of being transmitted.

More than 1,000 16-inch Thesaurus master disks have rolled out of NBC studios since the service was launched seven years ago. These platters contained a total of more than 8,000 musical numbers. At the risk of sounding egotistical as well as statistical, we'll add that, when utilized with the Thesaurus weekly script service, the disks constantly build audiences for stations and sales for local sponsors.

NBC Recording led its field in producing "name" programs. It proudly came forth with such names as Allen Roth, Sammy Kaye, Vincent Lopez, Edwin Franko Goldman, Norman Cloutier, Harry Horlick and scores of others—not only of network caliber, but actually of network status. Thus stations everywhere, regardless of size and without the cost of landlines, were able to utilize this array of talent—technically enhanced by the life-like qualities of NBC's exclusive Orthacoustic method of recording (a wide-range, high-fidelity process)—in compositely arranged presentations that rate shoulder-to-shoulder in casting and production quality with network "live" shows.

The motif of a "network within a network" is suggested in personnel as well as operations. Egner, chief of the division, has been in the recording business so long that he probably remembers when Nipper, the world-renowned RCA Victor dog, started his leash on life. Actually, he was identified with the famous trade mark as far back as 1917 while it was used by the old Victor Talking Machine Company. After time out for service in Uncle Sam's forces in World War I, he returned to Victor where he remained until 1929 in various executive sales capacities leading up to the post of assistant general sales manager. After two years as president of the Chicago Talking Machine Company he joined recording sales for RCA, remaining until 1934 when he became affiliated with NBC.

Vice-versa, Bob Morris, business manager of the division, hails from NBC's engineering department where he was associated with outstanding broadcasting developments including the development of the Orthacoustic Record. Bob Friedheim, Eastern sales manager, came from WMBH, Joplin, Missouri, and Reginald Thomas, program chief, from the agency field.

Division managers Frank E. Chizzini (Chicago), Bob Schuetz (Hollywood) and Bill Young (Washington) are recording executives of long standing. Incidentally, Schuetz was a radio amateur at ten.

NBC Playwright Arch Oboler goes to the bridge of a training ship for authentic maritime data for "Plays for Americans."

Out to Launch

● Broadcasting a ship launching is not an unusual event these days. But when a mikeman covers a ship launching in the Rocky Mountains, it is a brow-raising occasion.

KOA, NBC-RED Denver outlet, was on deck with Gil Verba, announcer supervisor, and Yeoman Starr Yelland, a former KOA announcer, for the launching in the form of the departure by train of prefabricated parts for steel hulls of Navy escort ships.

Mayor Stapleton of Denver, Governor Carr of California and representatives of the WPB took part in the event. The traditional bottle (this one filled with Pike's Peak snow water) was broken as the assemblage wished the "ships" smooth sailing to Tokyo!

"Down Mexico Way" Wins Ohio First Award

● The NBC-RED "Down Mexico Way" series—widely acclaimed since its inception last February as an effective medium towards cementing friendship with our neighbors south of the Rio Grande—received new honors on May 5 when it won a first award at the Thirteenth Institute for Education by Radio, at Ohio State University, Columbus.

Coincidental with the award came the announcement that, due to great public response, the series will be continued indefinitely instead of ending on June 6 as originally scheduled. Also, the scope of the musical dramatic series will be widened to cover other nations in Central and South America. This expansion will probably bring a change of title at an early date.

IRENE KUHN

Citation to "Down Mexico Way" read: "A provocative experiment that seeks to improve our understanding of Latin American culture and which has the more specific effect of suggesting educational method in the field of languages and music."

Presentation of the award was based on the initial program of the series in which Vice-President Henry A. Wallace and Senorita Castillo Najera, the daughter of the Mexican Ambassador to the United States, took part. Richard McDonagh, author of the script, and Ted Corday, program producer, were also honored at the sessions.

Interest in the series is stimulated on a gigantic scale by the combined cooperative efforts of the National Federation of Music Clubs and the National Federation of Business and Professional Women's Clubs. Aggregate membership of these two organizations numbers nearly 2,000,000 women. Listening groups were formed in many cities, and local lectures and concerts were among the supplementary efforts to the series carried by 106 NBC stations.

Irene Kuhn, program coordinator in the NBC Promotion Department, made an extensive trip through Mexico just prior to the program's launching to gather material for the series and associated projects.

A Lad and His Wonderful Lamp

● Back in 1915, Dr. Lee De Forest, noted radio inventor, presented a young West Virginian student with one of his first vacuum tubes—a small glass bulb not unlike an ordinary electric lamp which became the open sesame to a great age of electronics. The youth was so impressed with the gift as well as the radio prophecies of the inventor that he started collecting radio and electronic tubes of all types with the resulting accumulation of more than 3,000 different "valves" from all parts of the world.

This amazing collection, the property of Joseph D'Agostino, NBC Staff Engineer, is recognized as the most complete in the world. The assortment reveals—in glass and metal—a veritable history of technical broadcasting advances.

Radio City tourists always stop for a glimpse at the 50-odd tubes from D'Agostino's group which are located in the fourth floor corridor of the studio section. The showcase arrangement is frequently altered so that tubes adjudged interesting by newness or oddness can be added.

D'Agostino has reverent respect for electronic tubes, and this summer expects to finish a narrative history of them. He views electronics as the world's biggest industrial field—of which radio and television are vital—but only component parts. And this importance, he holds, is having its effect on what he terms "this electronic war." To D'Agostino, this means that the radio tube is the most important weapon on both sides.

He doesn't refer to radio's propaganda role in wartime, when he calls the tube a "weapon"; rather, he alludes to its assignment in linking armed forces at home and afield, and its importance in making possible ship-to-shore, ship-to-ship, ship-to-plane, plane-to-tank and countless other combinations of military and naval communication. Swift war moves mean swift communications, and it is the radio tube that makes it all possible, he declares.

This conflict, just as the last one, he believes, is producing special types of tubes for intricate military tasks.

He points out that the entire broadcasting industry had its creation and rise in the period between the two wars, and he sees the tubes in his collection as the virtual milestones in the sensational growth of electronic entertainment.

The portion of his collection displayed along the path of Radio City tours includes everything from the tiny "acorn" receiving tube to the giant 200-kilowatt transmitting tube "taller than a man."

His avocation for collecting tubes, studying them and exhibiting them prompted NBC's assigning him supervision of all technical items displayed on studio tours. He doesn't prefer the title, but he is, in effect, the "curator" of NBC's exhibits.

The combination of educational and showmanship talents developed by his avocation also led to his appointment as manager of the Radio Corporation of America exhibit building at the New York World's Fair in 1939 and 1940. It was coincidental to D'Agostino's appointment that the building had the architectural shape of a tube but it was far from coincidence when Dr. Lee De Forest greeted D'Agostino in front of the entrance to the Fair Building exactly 25 years after he presented him with one of his first audions.

It's not surprising that D'Agostino is a strong advocate of avocations for everyone. That's the gospel he passes on constantly to some 4,200 Boy Scouts in the Northern New Jersey community he serves as Scout Executive. Hobbies and side interests, he holds, can lead to lifetime careers. And even if they don't become intermingled with the participants' business objectives, he believes that they serve a valuable purpose in an instructional and recreational way. Avocations, he adds, are especially essential for emotional relaxation in this wartime period.

Eight years ago, D'Agostino discovered that a man can multiply his avocations. In his attempt at that time to interest his daughter in mineralogy, the NBC engineer himself became so absorbed in the study that he too adopted it. Result: he's a leading member of New York and New Jersey mineralogical societies—in fact, president of the New Jersey group—and has presented lectures and papers before scientific bodies including the New York Academy of Science and classes at prominent universities on the subject.

And that's not all! He's also an expert on first aid methods.

Sam's Success Story

Proud of its phenomenal growth from a tiny retail cigar shop in 1917 to a great department store that is now second in dollar volume in downtown Detroit, Sam's Cut Rate, Inc., clings stubbornly to the name which has been magic for it from its earliest days, but credits broadcasting over WWJ, Detroit, for a great favorable change in public acceptance in the last three years.

Sam's Cut Rate has relied on cash-and-carry principles and on rapid turnover at low prices. Until the depression years, it was a workingman's store, selling 360,000 pairs of work gloves in a single year. The depression produced a new class of buyer—the former "well-to-do" who had to cut corners. Max and Herman Osnos, president and vice-president of Sam's, noted this and looked to radio to continue to reach the white collar group with short messages of store policies, activities and events.

The so-called "commercial" became shorter and shorter until now it is but a mention of the store name and location in connection with Monday, Wednesday and Friday evening talks by Preston W. Slosson, professor of history at the University of Michigan. The title of "Slosson Interprets the News" describes the ten-minute program which averages a response of about 100 letters a broadcast.

Sam's cashed 1,000,000 pay checks last year!

Big Display Space Boosts WBAL Pace

● WBAL, Baltimore, duly proud of its slogan, "One of America's Great Radio Stations" and its proclamation, "WBAL believes in advertising," is backing up both statements with 52 full pages of newspaper advertising during 1942.

According to Harold C. Burke, manager of the station, the campaign is already showing excellent results in corraling listeners, as evidenced by a recent postcard survey that showed WBAL is listened to most in the evening by more than 50 per cent of Baltimore set owners.

WBAL believes that publicizing its local shows and NBC—RED Network programs is the ideal copy approach; the layouts run by the station include pictures of NBC and WBAL stars and listings of programs broadcast that evening and the next morning and afternoon.

It is now planned to add 14 out-of-town newspapers to the already extensive campaign.

Double Anniversary at KFI, Los Angeles

● There was a double anniversary celebration at KFI, Los Angeles, last month. The station celebrated its twentieth birthday, and Harrison Holliway, its general manager, observed completion of his thirty-first year in radio. These are enviable milestones in a field so young as broadcasting.

KFI, owned and operated by Earle C. Anthony, Inc., was placed in operation on Easter Sunday, 1922. The station—a 100-watt affair—rested on a kitchen table for its premiere performance. Today, KFI boasts a mammoth 50,000-watt transmitter that is one of the best-known in the U.S.A. and has won many laurels.

HARRISON HOLLIWAY

The station is proud of many notable "firsts" in its long career.

Despite his thirty-one years in radio, Harrison Holliway is one of the youngest broadcasting executives. He started technical experiments with radio in 1911, and maintained an amateur station which, in 1920, "worked" a station in Vancouver, Washington—800 miles away. This was such a feat for amateur phone transmission in that era that he received national publicity. In 1922, Holliway—then only twenty-one—constructed, operated and managed KSL. Two years later, he received a bid to construct and run KFRC where he remained a dozen years. He left the Don Lee network to manage KFI and KECA, the two Earle C. Anthony stations in Los Angeles.

A SHOW CASE OF COMMENTATORS

Silhouette photographs of NBC commentators feature this novel window in Clarksburg, West Virginia. Station WBLK, cooperating with the Personal Finance Company's local branch, arranged the display of network news commentators and analysts. Public interest ran so high that the window drew throngs for over a month. Each photo was tagged with the commentator's name, pickup point and broadcast schedule. According to Ken R. Dyke, NBC Director of Promotion, such displays are excellent audience builders. "The idea," he said, "is being adopted by progressive stations who realize that they can create a 'point-of-sale' method of merchandising their programs just as manufacturers market their wares."

COAST GREETS STROTZ

Upon his arrival in Hollywood to head West Coast operations, Sidney Strotz, NBC vice-president, got acquainted with his department heads at luncheon in the Brown Derby. Seated (left to right): Henry Maas, sales traffic; A. H. Saxton, engineering; Frank Dellett, auditing; Lew Frost, assistant to vice-president; Sidney Strotz; John Swallow, program, and Alex Robb, program sales. Standing: Hal Bock, press; Paul Gale, traffic; Bill Andrews, guest relations; David Lasley, sales promotion; Myron Elges, sales; Bob Schuetz, radio recording; Walter Bunker, program; Andy Love, literary rights; Wendell Williams, continuity acceptance, and Sydney Dixon, sales.

Parade Promotion

● At the suggestion of Station WTMJ, Milwaukee, a mammoth Army Day parade was staged in that city on April 6. The station's idea of a parade was readily accepted by city officials; a proclamation by Mayor Carl F. Ziedler won immediate response from the army units, volunteer defense workers, labor groups and fraternal and civic organizations which participated.

Staged at night, the patriotic parade was witnessed by many thousands of Milwaukeeans along the line of march. The promotional value of the event to WTMJ was adjudged tremendous.

St. Louis Under a Spell

● KSO's sixth annual spelling bee recently started its eight weeks schedule. Frank Eschen, program director of the St. Louis station, acts as headmaster as teams from fifteen city and county schools in the St. Louis area compete each Saturday afternoon. This six-year-old feature, begun because of its civic appeal, has gained the endorsement of school heads, who declare it has proved an incentive for improvement in spelling among students in local schools.

NBC in WW

● Three NBC executives are represented in the new Who's Who for 1942-1943, issued recently. They are Niles Trammell, President; Frank E. Mullen, Vice-President and General Manager, and Judith Waller, Public Service Director of the NBC Central Division.

WAVE Opens Without Ripple

● Station WAVE, Louisville, Kentucky, moved into an elaborate new studio and office building on March 24, making the transition to the enlarged facilities without a gala opening or the printing of a brochure. However, the Louisville lads are not too overcome by modesty to express their just pride over the new structure which features five new studios (one of them accommodating 550 onlookers), dressing rooms, a music library, conference rooms and a spacious office suite.

WAVE recently launched a brand-new 5,000-watt RCA transmitter, too.

The lack of ballyhoo (due to war conditions) in the WAVE dedications in no way lessened the enlarged scope of service to clients and listeners.

Convene Via Mike

● The first state-wide meeting of the Georgia Agricultural Council to be held by way of a radio broadcast took place recently when WSB, Atlanta, broadcast talks by the council leaders directed to the various separate county meetings being held all over the state. More than 110 mass meetings of farmers and business men were tuned in to the special broadcast directed by WSB Farm Director Bill Prance. Purpose of the state-wide meeting was to coordinate council activities toward improvement of war-time farm production and marketing.

MILWAUKEE GETS A "RADIO CITY"

WTMJ, Milwaukee NBC—RED outlet, will move into this modern structure late in June. The building will house The Milwaukee Journal's television and frequency-modulation facilities as well as the studio and office layout of WTMJ. The studios are located on Capitol Drive near the Milwaukee River Parkway—about three miles from downtown Milwaukee; this is probably the first big city transmitter in the country to move its studio facilities out of a main business center. The structure is well removed from the roar and rumble of street noises and the hiss and crackle of electrical interference, thus giving station engineers less of a problem in achieving noise-free, high-quality transmission—a boon to listeners and sponsors.

NBC WAR CLINIC

Gratifying Response from Affiliates

● Nation-wide NBC-RED Network solidarity in aiding America's victory effort is the result of a series of "war clinics" recently held by NBC officials with affiliated station executives on their own home grounds. The "mountain-to-Mohammed" sessions were attended by more than 500 representatives of the 134 NBC-RED stations from coast to coast.

Dissimilar as local conditions and problems were in various sections of the country visited by the convention caravan, every NBC affiliate was found united in the common purpose to serve the Government and protect public interest in wartime to the maximum degree.

William S. Hedges, vice-president in charge of stations, reported: "In no section did we find a dissenting voice. And because of this steadfast loyalty and determination on the part of our affiliates, the NBC Network today is ready and fully prepared, along a common, united front stretching across the nation, to meet all new emergencies as they arise as a result of the war."

Hedges remarked that NBC realized the need for such a convention even before "Pearl Harbor." This awareness took shape back in October, 1941, when NBC organized a Stations Planning and Advisory Board to deal with matters relative to national defense. Composed of members elected by affiliated stations in each district, this committee was to meet every three months for joint disposition of current problems affecting the industry. America's entrance into the war brought the plan of a traveling convention to the fore much sooner.

Three chief problems were on the agenda of the two-day war clinics held in each of the following cities: New York, Cincinnati, Atlanta, Dallas, Chicago and San Francisco. The problems were: (1) How best to serve the Government and the nation in time of war. (2) How best to fulfill its moral obligation to entertaining the nation. (3) How to retain its revenue in order to assure continuation of the industry as a free enterprise, without Government support and possible restrictions.

WILLIAM S. HEDGES

Frank E. Mullen, NBC executive vice-president and general manager, gave the keynote address in New York and Chicago. Hedges was the keynoter at the other district sessions. The other speakers included Clarence L. Menser, national program manager; Roy C. Witmer, vice-president in charge of sales; Ken R. Dyke, director of promotion; Charles B. Brown, sales promotion manager; Albert E. Dale, director of information; A. L. Ashby, vice-president and legal counsel, and Dr. James Rowland Angell, public service counselor.

The second day of each conference was turned over to affiliates for an open forum conducted by Sheldon B. Hickox, Jr., manager of the NBC station relations department.

Each two-day session was presided over by station executives on the network's planning and advisory board. Paul W. Morency, of WTIC, headed the New York meeting. Other chairmen included Robert Dunville, WLW, at the sessions in Cincinnati; Harry Stone, WSM, at the Atlanta booking; O. L. Taylor, KGNC, at the Dallas assemblage; Stanley Hubbard, KSTP, at the Chicago "clinic" and Arden X. Pangborn, KGW, and Ed Yocum, KGYL—as joint chairmen—at the San Francisco finale.

CONVENTION QUOTES

Roy C. Witmer: *"We can be proud of the record of broadcasting over the past two decades. In a very few years we have built a great industry and a great service. We can be thankful to all those scientists, engineers and business leaders of vision who have contributed to the greatest mass communication system in the world. It is fortunate for our country and our people that we have available these vital broadcasting facilities. Let us accept with courage and enthusiasm the challenge of our times."*

A. L. Ashby: *"The industry is essential not only to public morale, but also to the Armed Forces and it must be supported by private enterprise if it is to survive in the form we know it today—the form that the American people admire, respect and believe in. The alternative is Governmental support with its related problems and dangers. Broadcasting as usual has gone the way of 'business as usual.' The needs of the Government come first."*

A Switch in Time, Blackout Sublime

● NBC's role in Midtown Manhattan's first test blackout on the night of April 30 was an unqualified success, according to V. J. Gilcher, director of the network's general service division.

A unit of five electricians had blacked out the office section and all the studio section corridors within a minute or two after the alert sounded at 9 p.m. Emergency switches permitted operation as usual of all microphones, teletypes, telautographs, lights in windowless studios, and other essential equipment. The press, news and international departments continued necessary operations with the aid of dim emergency lights and blackout curtains.

Gilcher assigned major portion of the efficiency credit to Chief Electrician Frank Heitmann and his staff, for whom last-minute complications and the necessity for maintaining broadcasting service made blacking-out more than a matter of operating a few switches. He also had high praise for the NBC air raid wardens who came in to man their posts.

The following night NBC cut off its famous marquee signs on 49th and 50th Streets for the duration.

TOPPERS AND STOPPERS

(*Continued from page 6*)

And that's not all!

The "Cleveland Plain Dealer" Poll gave nine out of eleven top places to NBC—RED in its "All-American Personalities Eleven." And the "Fame"—"Motion Picture Daily" poll gave fourteen "firsts" to NBC—RED. It is interesting to note that in this poll, NBC—RED took "three out of three" (first, second and third places) in these six classifications: "Champion of Champions." "Best Comedienne." "Best Comedy Team." "Best Master of Ceremonies," "Best Variety Program" and "Outstanding New Star." And NBC—RED took the "top two" in these four classifications: "Best Classical Male Vocalist," "Best Comedian." "Best Dramatic Series" and "Best Daytime Serial."

And speaking of consistency, NBC's Bill Stern has proved an *initial* success, coming out as "Best Sportscaster" in every major national poll for three consecutive years!

These NBC toppers are stoppers, indeed!

KPO AND KGO ARE ON THE GO

This modern NBC studio structure, recently opened in San Francisco, incorporates many architectural and engineering advances supervised by O. B. Hanson, NBC Vice-President and Chief Engineer. Golden Gate City's network shows originate here.

"The Better 'Ole"

● Molly Bolger, who conducts the daily WFEA (Manchester, New Hampshire) Home Makers' Guild, recently hit a novel note in stimulating audience response. The day after she'd given a mouth-watering build-up to a doughnut recipe, Molly received a letter from a Coast Artilleryman stationed in Massachusetts. It wasn't a copy of the recipe the soldier wanted—it was a supply of doughnuts!

SERVICE WITH A STYLE

(*Continued from page 7*)

the war was noticeable in two ways: first, a greater volume of public service broadcasts; second, the content has been altered along wartime themes. The programs, in effect, are conditioning listeners to war—and all the sacrifices and trials essential on the part of the public before the days of victory and peace.

Every sustaining program on NBC twice each month conveys a Government announcement related to a vital wartime effort. The announcements, allocated by the Office of Facts and Figures in a proportion determined by their timeliness and importance, deal with increased production, bond and stamp drives, recruiting and other defense activities. And the network itself allots a similar schedule to announcements of charity and welfare drives of the American Red Cross War Fund, the USO and other recognized organizations.

Public service program topics embrace news, special events, education, general service subjects and a long list of philanthropic, welfare and Army and Navy programs. In addition to the NBC network shows under these headings, there are a great many local programs of similar classification which each NBC—RED station offers in its own coverage zone.

There is nothing perfunctory about the building of the public service programs. Their planning, writing, casting and production are of the highest possible standards—and the high listener rating of the offerings indicated by impartial surveys—definitely proves their acceptance.

There are occasional public service programs originating at affiliated stations which are important enough for complete network pickup: the only limitations of such nation-wide relays are due to the local nature of the offerings.

The affiliated stations of NBC—RED deserve commendation for their splendid cooperation in aiding the war effort through public service programs. It must be remembered that any radio effort can become *national* only through the collective support of individual network affiliates.

Scripts Reflect War

● Battle zones may be far from the locales of NBC serials and dramatic programs, but they are nevertheless drastically affecting the lives and fortunes of the famous microphone characters whose careers are followed regularly by immense audiences.

Lewis H. Titterton, manager of the NBC Script Division, points out that current damatizations cannot ignore the war. Just as the world conflict in one manner or another touches on every citizen's career, so it is altering the kaleidoscopic adventures of microphone characters.

Titterton holds that the intelligence level of dramatizations has increased since the war's start, and he sees script shows as contributing worth-while morale-building philosophies to the American scene.

Neither censoring nor censuring has been essential to date in script treatments of world conditions and the American victory effort. Definite proscriptions are made only on enacted air raids, simulated "on-the-scene" broadcasts and other devices that could be misconstrued as "the real thing" by listeners tuning in *after* a program's opening has made the fictional aspect clear.

According to Titterton, the war is being handled logically and patriotically in NBC scripts. References to Defense Bonds and Stamps, Red Cross knitting, recruiting and other war aid topics are skillfully inserted in dialogue. There is no preaching, he reports, and all war references constructively reflect our country's goals.

LEWIS H. TITTERTON

Some typical examples in commercial scripts indicate that the war is in the background, and is usually handled by dialogue reference rather than by actual battle dramatizations.

For example, in the "Light of the World" serial, the main characters, who had their roots in Europe, make frequent reference to the current conflict. "Backstage Wife" has an entirely different approach in that its characters extoll such activities as saving paper and collecting tin. "Stella Dallas" has emphasized the conservation of food and the building up of energy as a contribution to the nation's resources; participation in jobs helping America's war effort is also encouraged through the cast's lines.

In "Portia Faces Life," a leading romantic character is a foreign correspondent whose letters home reveal that he was so incensed with the Axis invasion that he joined the Chetnik forces to do his bit for the Allies.

Topics relative to national safety have been included in "One Man's Family." And in "Joe and Mabel," the heroine makes frequent reference to her progress in a Red Cross first aid class.

Titterton was born in England, attended Cambridge and Harvard Universities, and has an extensive literary background covering the magazine and book publishing fields. Prior to joining NBC in 1932 he was assistant editor of The Atlantic Monthly, and, in turn, general sales manager and associate editor of the Macmillan Company. Starting his NBC affiliation as manager of the literary rights division, he was later named manager of the script division which embraced both literary rights and continuity supervision.

NBC RED NETWORK LEADS ALL MAGAZINES IN ADVERTISING VOLUME

	1927	1929	1931	1933	1935	1937	1939	1941
1	Saturday Evening Post	Saturday Evening Post	Saturday Evening Post	Saturday Evening Post	Saturday Evening Post	NBC RED	NBC RED	NBC RED
2	Ladies Home Journal	Ladies Home Journal	NBC RED	NBC RED	NBC RED	Saturday Evening Post	Saturday Evening Post	Saturday Evening Post
3	Good Housekeeping	Good Housekeeping	Ladies Home Journal	Ladies Home Journal	Colliers	Colliers	Colliers	Life
4	Woman's Home Companion	NBC RED	Good Housekeeping	Good Housekeeping	Good Housekeeping	Good Housekeeping	Life	Colliers
5	Liberty	Woman's Home Companion	Woman's Home Companion	Woman's Home Companion	Ladies Home Journal	American Weekly	Good Housekeeping	Time

NBC TRANSMITTER

JULY 1942

IN THIS ISSUE:

A YANKEE JOB THAT'S DANDY

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RADIO'S GREAT POST-WAR EFFORT

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THE NBC CHIMES

DR. JAMES ROWLAND ANGELL
NBC Public Service Counselor and President Emeritus of Yale University

NBC TRANSMITTER
VOL. 8 JULY 1942 NO. 3

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

SUPREME COURT DECISION

● The decisions of the United States Supreme Court in the cases of National Broadcasting Company and Columbia Broadcasting System against the Federal Communications Commission are cause for satisfaction to affiliates and networks alike.

In the words of Niles Trammell, NBC president, an adverse decision would have led to chaos in one of the most important industries connected with the war effort.

It is gratifying, upon reading the Supreme Court decision, to note the clear-cut statement of facts upon which the decision was predicated. The Court swept aside the contention of the Commission that the validity of the regulations in question could only be challenged *after* a refusal to renew an affiliate's station license for violation of the regulations. Such a procedure, the Court pointed out, would result in irreparable injury. The way is now paved for a determination of the legality of the FCC rules in advance of their becoming effective.

The cases have been remanded to the three-judge Court for trial. No one can predict their ultimate outcome, to be sure. But when the evidence is fully submitted, it should be difficult for that Court to escape the conclusion that the proposed network regulations should be set aside because they are not only beyond the power of the FCC, but are arbitrary, capricious and unreasonable.

Now that the cases are to be heard on their merits, perhaps the decision will state the case for the networks in its true perspective.

ANGELL OF NBC

William Lyons Phelps Finds Him "A Thoroughly Good Fellow"

● NBC's distinguished public service counselor—Dr. James Rowland Angell—receives a tribute from his old friend, William Lyons Phelps, one of Yale's most outstanding scholars and beloved professors, in the July issue of Coronet.

"Angell of Yale" is the title of the entertaining article, which includes many intimate anecdotes.

"Dr. Angell and I," Phelps writes, "have this in common: he was the only man ever considered for the presidency of Yale who was not a Yale graduate; and I was the only Yale graduate never considered for that position.

"There was, however, one respect in which Angell was not perfectly qualified to be a college president. Old Tom Fuller in the seventeenth century said it was desirable there should be some dullness in every college president. Knowing Angell intimately for many years, on and off the record, I have never been able to detect even a shadow of it in him."

Phelps organized the Harvard Graduate School baseball team during the year 1891-1892 when he was an English instructor there.

"Angell," he relates, "who was the original fair-haired boy in every sense of the word, was pitcher on this nine, and I do not remember that we lost a game. He always had something on the ball, and during the rest of his life retired many of his opponents on many other fields."

Ordained and Foreordained

"Dr. Angell was not only ordained as a college president, he was foreordained," according to William Lyons Phelps' Coronet article. "His father, James Burrill Angell, was one of the most distinguished university presidents in American history. As president of the University of Michigan, he became one of the most progressive and most distinguished of educational leaders — of all the great American college presidents, he was probably the most modest."

Phelps points out that it was unsafe for any professor or anyone else to engage with Angell in any contest of words.

"Angell was and is," Phelps declares, "one of the most brilliant after-dinner speakers in America.

"Not only has he a marvelous sense of humor and an extraordinary power of wit, but he has these gifts at instant command."

During Angell's administration, Phelps now points out, the material growth of the university was almost miraculous: he succeeded in doubling the endowment and Edward Harkness contributed 10 complete college units, making probably the most expansive college plant installed in America.

"I think myself," Phelps adds, "that in those days when he pitched so successfully on the Harvard Graduate School nine he became, without trying to, a thoroughly good fellow.

"And that is what he is today."

In addition to his studies at the University of Michigan and Harvard, Dr. Angell also attended several European universities. Upon returning to the U.S.A. to enter the teaching profession, he did extensive research in the field of psychology and wrote several books on the topic. He developed the world's first major department of psychology at the University of Chicago, where he taught for 26 years. After serving as head of the National Research Council and president of the Carnegie Corporation, he went to Yale in 1921 and his achievements there are of world renown. He joined NBC as Public Service Counselor in 1937 and his radio educational activities to date have won widespread acclaim from listeners, educators and Government officials.

Dr. Angell has a lengthy list of honorary degrees, membership in scholarly societies, and decorations by many foreign nations. He is president of the English Speaking Union of the United States and a member of the Order of the Past Participle — an exclusive group of former college and university presidents who continue to function actively after retirement.

But anyone who observes Dr. Angell at NBC knows that "retirement" is a word in the far distant future.

A YANKEE JOB THAT'S DANDY!

NBC's International Division Boosts Uncle Sam's Cause

● "If you want my biography, you can say that I was born on the Fourth of July —but that's all. With a war on, this is no time for biographies; the job that's being done is the thing that counts."

The speaker was John Francis Royal, NBC Vice-President in charge of international relations, and the interviewer who had set out to write his personal story was abashed.

"There *is* a great story in the job the men of the department are doing in wartime," Mr. Royal suggested. So the writer hustled after the facts—and found them as follows:

The International Division of NBC, he found, functions as a self-contained broadcasting system. While its broadcasts are close and cooperative with NBC-RED network activities, it is an entity in its own right, embracing a staff of 82 in administrative, sales, program, publicity, music, traffic, editorial and news divisions.

Under its new chief—Fred Bate, former head of the NBC Western European staff, the division services three 50-kilowatt transmitters — WRCA and WNBI, Bound Brook, New Jersey, and WBOS, Boston—a total of 20 hours each day. Ten languages are included in the schedule and there are several major program functions: an elaborate news and entertainment lineup for South America and Europe; relays of outstanding NBC-RED sustaining shows; recorded repeats of smash-hit commercial programs for reception by the United States Armed Forces in all parts of the world, and sponsored short-wave features designed to interest foreign buyers in American manufacturers' wares.

There is a tremendous responsibility in each phase of the International Division's operations. This is true in normal peacetime periods and the trust is greatly amplified in wartime.

News and editorial comment is perhaps the program item in greatest demand. In realization that short-wave radio is the only link persons of Nazi-controlled and occupied countries have with the United Nations, NBC International is giving them hope and mental ammunition in preparation for the day they will be free peoples again.

FLYING DOWN TO RIO. — *A familiar airport sight is depicted above with John F. Royal catching a plane for one of his frequent visits to Latin American nations represented in NBC's 126-station Pan American Network. Last year, Royal made a 20,000-mile air tour of South America to organize the gigantic international radio project which now represents a vital asset to the United Nations victory effort. As this issue of the Transmitter went to press, Royal had just returned to New York after a two-week trip to Mexico City, where he conferred with executives of NBC Pan American network stations.*

Some observers might call the broadcasting of news and editorial comment "propaganda," but the NBC short-wavers prefer to call it by its real name—"truth." Because it's truth, they feel, that the enemy fears the most.

Are the programs having their desired effect? Short-wave executives have definite proof that they are. Despite restrictions and severe penalties placed on short-wave listening in Nazi-dominated nations, letters and other forms of communications have been smuggled out of Germany and occupied countries which register cheers and applause for the American broadcasts. The main point proved is that people are listening. Radio waves don't need passports and don't have to pass custom inspection. They cross enemy borders as readily as friendly ones. They penetrate closed windows, drawn blinds and darkened rooms. Invisibly, they reach out to give hope and comfort to the oppressed. It is coincidental that they give torment and anxiety to the enemy.

On NBC's second floor, a huge office section hums like a beehive all around the clock with the men and women doing their bits to help America win this War of Survival. There are ten language sections —each with a schedule of its own. The featured tongues are English, Spanish, French, German, Portuguese, Italian, Greek, Turkish, Swedish and Danish.

A complete news and editorial setup is provided. Despite the fact that NBC-RED has an elaborate globe-girdling news and special event department, the International Division has its own news section due to different requirements. The importance of the items in relation to the nations at which they are beamed calls for separate handling.

However, the short-wave division and NBC-RED work closely on coverage of big news stories. For example, when Mexico's President asked his Congress to declare war on the Axis powers, both the Red network and the short-wave stations cooperated efficiently and effectively on pick-ups from Mexico City as well as translated relays to the entire world.

Many original "live" programs originate in Radio City for foreign listeners. Aside from news in the ten languages, there are interviews with foreign diplomats, visiting newsmen from distant nations, and other persons deemed of interest to the listeners abroad. A second floor studio has been set aside for the exclusive use of International; when extra facilities are needed, studios of NBC-RED in New York and other cities are made available on split-second notice.

While news and comment top the program order of the day, music is not neglected. A music staff under the direction of Joseph Littau — noted symphonic and

(*Continued on page 15*)

SHOE ON THE OTHER FOOT

Radio—not movie—names rule Hollywood air

By Sidney N. Strotz

NBC Vice President, Western Division

● Before I crossed the Hudson River to brave the wilds of the West, I found that many Radio City natives had a number of peculiar ideas about radio in Hollywood. One of these ideas, I found, was so peculiar, it was virtually a myth—a myth I am now about to explode. This is it: that most of the NBC Hollywood programs are carried by top-ranking picture names.

Pure bunk! As a matter of cold fact, there is not a single broadcast series originating in NBC Hollywood that stars a top movie name. Every mother's son and daughter on our movietown airlanes has been a radio, vaudeville or stage star before coming to the cinema capital for a fling at pictures.

SIDNEY N. STROTZ

Bing Crosby, for instance, was on the air with Paul Whiteman before he even had a very small part in "King of Jazz," and was radio's ace crooner before he ever faced a camera as a featured player in films. As for Jack Benny, he had five years of radio and a dozen years of vaudeville to his credit before he ever crashed a movie lot. Abbott and Costello, who are box office dynamite these days, did much radio, vaudeville and burlesque before putting on movie makeup.

Bob Hope has been going on the air many years before the films even considered him. Rudy Vallee is nearly as much a radio institution as is radio itself. And Edgar Bergen was in radio's top ranks before pictures ever gave him a second look.

One of the best examples is Fibber McGee and Molly. Marian and Jim Jordan were doing a harmony act in NBC's Chicago studios nine years ago, have been doing Fibber and Molly for eight years, and just now are coming into their own as potent picture material.

Then there is Red Skelton. When I was in Chicago, Red was doing fairly well as an up and coming young radio comedian. He came to Hollywood for pictures and there, too, did fairly well. But when Red started on his present radio series, the ball really began rolling for him, and as a result his current success on the air has pushed him even further up the ladder of motion picture success.

Burns and Allen are among the kilocycle pioneers. Their brand of comedy has been a favorite of network dialers for a good many years—long before they ever dreamed of coming to Hollywood. Now they do very well, indeed, as a picture comedy team, and Gracie has even stepped out on her own as a comedienne.

Lum and Abner are synonymous with radio. Chet Lauck and Norris Goff started in NBC's Chicago studios nearly a decade ago, and have been at it ever since as one of the top dialogue teams on the air. Two years ago they made their first picture, and because their air following was so large and so loyal, it made a great amount of money. Result: a contract to make nine more films, the first of which is now screening around the country, and doing even better than their first effort.

Kay Kyser was moving along quite well as a dance band until he began his College of Musical Knowledge on NBC. He gravitated to outstanding national prominence, and R-K-O signed him for one trial picture that was so successful he has done two, and is signed for more.

Fanny Brice is a stage veteran who was well established in that field before she came West for pictures. Now she confines her activities entirely to radio.

Eddie Cantor has been almost an habitual radio star with movies as a sideline.

And the number of radio writers who either make film writing a sideline, or have stepped completely into that field from radio is so vast it is nearly impossible to list them here.

As a matter of fact, just glance over the entire list of names I have compiled, and you will see that the shoe is on the other foot. Instead of Hollywood radio being dominated by movie names, it is just the other way around.

PICTURE WITH A STORY

NBC's Clay Morgan and the Normandie

● On February 9, 1942, when the U.S.S. Lafayette — the erstwhile French luxury liner Normandie — caught fire and capsized at her New York pier, an alert cameraman caught the graphic scene portrayed on this page.

This single picture is packed with so many NBC angles that it could be used effectively to illustrate any of several articles of NBC Transmitter caliber.

Most obvious news slant was NBC's coverage of the fire—a typical on-the-scene commentary of history in the making. Then, the central figure represents another important story inasmuch as it shows the late Graham McNamee at the mike. This is probably the last photograph taken of the noted announcer, whose name will remain a trade legend throughout all of broadcasting's future. But at the left, the man glancing at the smoking shell of the great liner makes still another story. He is NBC's Clay Morgan. As Assistant to the President he covers radio curricularly and extra-curricularly. He is an executive who appears on deck whenever an important radio matter pops up. Radio City folk sometimes think he simply materializes at the scene of any big activity the moment it breaks. If several events calling for his presence happen at the same time, he seems to have the knack of being at all of them simultaneously.

Thus, such a startling occurrence as the Normandie fire, calling for speedy and complete radio news coverage, found Clay Morgan at the scene along with the announcers, newsmen and engineers.

But the day had deeper significance to Morgan, perhaps, than to any other observer. For it was Morgan, as publicity director of the French Line, who made the Normandie a household word. The maiden voyage of the pride of the French merchant marine will probably stand for many post-war years as the greatest publicity and promotional achievement in maritime history.

Morgan, himself, is too modest to talk about it. So we'll quote the late O. O. McIntyre's column, "New York Day by Day," of November 4, 1936 when he discussed sensational publicity exploitation.

"Among the best known, of course," McIntyre wrote, "was the arrival of the Normandie in America. An important maritime event, but he (Morgan) turned it into a Roman holiday.

"He aroused interest that inspired the 8-column banner and brought the busy metropolis to a practical standstill as it lined the river front en masse to watch the vessel come up the bay and nose into the dock. One thousand extra police were required."

He was born Clayland Tilden Morgan in Jersey City, N. J., 48 years ago. After attending public school and one term of high school in Jersey City, he launched his business career at the age of 14.

Between the ages of 14 and 19, he worked in a bank, served as an American Express Company clerk, sold fiberoid goods and specialty advertising, and took night courses in the Art Students League and the Columbia University advertising class. After three years on the stage—in stock and road companies—he enlisted in the New York National Guard, served overseas in World War I as a Second Lieutenant in the Meuse-Argonne offensive and spent a half year with the Army of Occupation in Germany. In the post-war period he served three years as First Lieutenant and Battalion Adjutant of the 71st Infantry, New York National Guard.

In 1919, resuming his business career, Morgan entered the New York office of the French Line, remaining 17 years until he joined NBC in October, 1936, as public relations executive. He was publicity director of the French Line for 13 years. He traveled extensively in Europe, lectured on French topics in many American cities and wrote numerous magazine articles on travel subjects. During two years of his association with the French Line, he also served as director of the French Government Tourist Bureau in New York.

Morgan was decorated with the Chevalier Order of the Legion of Honor by the French Government early in 1940. The formal presentation took place in New York the day the Germans marched into Paris. But Morgan wears the award in the hope of a new day of freedom for the France he knew and loved.

He is an active organizer and worker in various charity drives each year.

WBZ JOINS NBC-RED

Massachusetts' Most Powerful Station Has Splendid Service Record

● Massachusetts' most powerful radio station — 50,000-watt WBZ — joined the NBC-RED Network on June 15, the move marking another milestone in the Boston station's distinguished career and enlarging NBC-RED's audience in the vital coverage area.

The Boston transmitter, owned by Westinghouse Radio Stations, Inc., was launched under other call letters on November 15, 1924. It adopted its now-famous label of WBZ (held since 1921 by another New England Westinghouse station) when it dedicated a new 50-kilowatt transmitter at Millis, Massachusetts, on March 13, 1931.

CY YOUNG

In July, 1940, the present WBZ transmitting plant, designed to become a radio center of standard broadcasting, short wave, frequency modulation and television, was opened at Hull, Massachusetts.

The years between were years of growth, of service to the many communities in its great coverage zone, years marked by other important milestones.

In November of 1925, WBZ was first linked with station WJZ, New York, and on January 1, 1927, the Westinghouse station formally joined the Blue Network—then a division of NBC.

Since 1924, the Boston station had three studio locations, the first in the Hotel Brunswick, later in the Hotel Statler, and since 1931, in the Hotel Bradford.

WBZ has served its listeners in many ways. Especially outstanding has been the service rendered in times of disaster.

In 1936 and 1938, when the Connecticut Valley was ravaged by floods, WBZ flew a force of announcers and engineers, together with equipment, to Springfield, and stayed on the air constantly, giving aid to flood victims and workers, broadcasting news of conditions in the area, clearing messages for the Red Cross and for residents of the stricken area to friends and relatives.

WBZ has also been called upon to serve in many other ways. The station has received calls from hospitals requesting blood donors of a certain type. It has been asked to broadcast warnings of dangerous road conditions, news of forest fires, even official Army instructions to air raid wardens.

Special events crews have covered sporting events and spot news.

In 1939, when the submarine Squalus went down, WBZ microphones went to sea and covered the disaster. When the Squalus was finally brought to the surface, WBZ flashed the news that the submarine, which is now doing valiant service as the Sailfish, had been reclaimed from the bottom of the Atlantic.

In June of 1941, when 33 men went to death in the submarine O-9, WBZ microphones were first on the scene.

Since the station's early days, WBZ has given listeners complete coverage of world events through frequent news broadcasts.

It is impractical to list all the services which WBZ has performed. Thousands of radio hours were devoted to labor, church and educational programs. WBZ has given the farmer the latest in market and agriculture news and weather reports.

More recently, hundreds of hours of air time have been given to the Army, Navy, Marine Corps and Coast Guard, to civilian defense activities and to the War Bond campaign.

One of the station's important contributions in the present war emergency was the creation of the program "Remember Pearl Harbor," through which more than $150,000 in War Bonds were sold. For originating this program, which has now spread to many other cities, station WBZ was awarded a plaque for distinguished service by the United States Treasury Department.

Statesmen, educators, clergy and Government heads have appeared before the WBZ microphones, sharing the air schedule with musicians and entertainers.

Charles S. Young (known more familiarly as Cy Young) is acting general manager of WBZ. Other executives include: F. M. Sloan, chief engineer; W. Gordon Swan, program manager; Frank R. Bowes, sales manager; Harry D. Goodwin, sales promotion manager, and E. F. Stafford, publicity manager.

WBZ is proud of its record of public service and today—as an NBC-RED affiliate — stands ready for whatever added duties the future may bring.

WBZ's Cape Cod "Dwelling" Transmitter House at Hull, Mass.

RADIO'S GREAT POST-WAR FUTURE

O. B. Hanson Sees Tremendous Engineering Gains After Victory

● Just about everybody in radio, or interested in radio, is wondering what will happen to the industry when the last bomb has fallen and the quiet of peace returns to a harassed world.

O. B. Hanson, NBC vice-president and chief engineer, foresees the stringent conditions of wartime operation followed by a post-war period of intense technical innovation and development. The reason, he finds with the engineer's logic, lies in the fevered pace of radio development for war. All applied science, he says, takes tremendous forward steps under the relentless pressure of a battle for existence.

"Let's see if we can find a parallel in past experience," he said the other day at Radio City. "We went into the last war with wireless telegraphy; came out with wireless telephony. That's where radio broadcasting got its start, just about two years after the Armistice in 1918.

"Now we're at war again. We've gone into it with some aspects of radio at a pretty high level of development. More important for the future, however, are the little-developed projects, even ideas, of science. Radio, like every other industry, had a lot of these before Pearl Harbor. They were going forward at normal, peacetime rates of progress, finding gradual application to operations.

"But war doesn't allow for normal living and working. Men pool ideas, experience and laboratories. Every scrap of technical knowledge is searched for its possible use in carrying the nation to victory. As long as we are at war all this will be the exclusive property of the armed forces; but when peace comes again all the ingenious devices, all the wealth of intense wartime research and most of the men who now are busy in the nation's laboratories will revert to civilian life."

No secret is the fact that radio figures in practically every movement of men and motors, ships and planes in World War II. But hidden from the public and from prying enemy agents alike are the designs and devices created on drawing boards and laboratory work benches to make America's military the mightiest the world has ever seen. Until peace returns, as Hanson pointed out, the civilian will know little or nothing of the immense treasures of research and development being piled up in wartime. But if they are in proportion to the vastness of science's application to war in 1942, the forward surge of radio, once the Nazi scourge has been cleared from the earth, should be almost beyond calculation.

Consider what came out of the first World War after the German threat had been turned back in France. The world went into that holocaust with a horse-and-buggy civilization. Men's minds traveled the dusty roads of tradition. Out of the war came a new world: new-scale industries — motor car, radio, aviation. And new men to pilot these industries to greatness.

O. B. HANSON

Hanson was one of those young men. British-born, he was a gangling kid up in Hartford, Connecticut, when Germany's Uhlans swept through Belgium into northern France. He was working in a typewriter factory, but he already had some ideas about radio. A couple of years before that the ill-fated Titanic had rammed an iceberg with appalling results, but the spectacular rescues effected through radio —it was wireless then—made the world sit up and take notice. Hanson was one of the kids who rigged up "ham," or amateur, stations, as a result.

He went to sea as Marconi operator on British liners after completing a course in wireless at New York. One of his ships, the Stephano, was sunk off Nantucket Light in 1916 by the famous U-53, the submarine that started the business of torpedoing vessels on this side of the Atlantic. Hanson came ashore early in 1917, went to work at the Marconi company's plant at Aldene, N. J. The factory hummed with war work.

But the war ended and business fell off. Hanson took another turn at sea, this time on South American runs, before returning to Hartford to set up an electrical business. He sold out in 1921. He was soon back in radio, this time in broadcasting. His work at Station WAAM, Newark, where Hanson was practically the entire staff, attracted the attention of officials at

(*Continued on page 15*)

NBC REPORTERS HOME FROM ENEMY LANDS

Paul Fisher (left) and David Colin returned to the United States recently after internment in Axis countries. Fisher, former Berlin correspondent, and Colin, who reported from Italy, revealed many startling facts regarding life behind enemy borders.

Raymond Gram Swing, one of America's great news analysts, joins NBC in September with four quarter-hour spots each week.

WEAF's short-wave mobile unit was right on deck for the gigantic "New York at War" parade.

Slips that pass in the mike return vi recordings to prove KOA (Denver) an nouncers' boners. Here, the mikemen literally face the music on the "Let's Look at the Record Program."

Snatching guest speakers out of the headlines is a customary procedure for Mary Margaret McBride (right), of WEAF, New York. Here she is with Eve Curie.

Red Skelton, NBC comedian, beams over the headline use of his famous mike phrase in The Los Angeles Evening Herald Express.

The "Army Hour" goes 'round the world for feature pick-ups. Here is Soviet Major General Sokolov-Sokolienok.

An unusual action photo of Tommy Dorsey, topnotch swing bandsman of NBC.

And here's the Doolittle who "dood it." Brigadier General Jimmy Doolittle faces the mike after being decorated by the President.

Bill Stern, noted sports comment fame, is shown interviewing a be Proving Grou

Niles Trammell, NBC president, delivered the commencement address at De Pauw University, Greencastle, Indiana, on May 31. The NBC top executive received the honorary degree of Doctor of Laws for his "keen appreciation of radio communication as an instrument of public service."

Nellie Revell interviews radio's two George Putnams. George F. (left) is an NBC newscaster and George A. is a prominent free-lancer. The Putnam lads were born the same year and met for the first time in New York radio circles.

When Martha Sherwin Curry, of the NBC Hollywood press staff, resigned to join her Naval Lieutenant husband at San Diego, the department tendered her a farewell luncheon at the Brown Derby. She is third from the left.

whose thrilling interviews on the Army Hour have won him added of attractive defense workers at the Army's Aberdeen (Maryland) Turn to Page 10 for a special feature on Stern.

Caught at the phone in a typical pose is Clarence L. Menser, NBC's national program manager. Some 20 years ago, Menser was professor of public speaking at Knox College, Galesburg, Illinois, and supervised the school's theater.

SPORTSCASTER EXTRAORDINARY

Bill Stern's Sensational Rise Is Like an Alger Story

● At 35, Bill Stern is the biggest name in sportscasting. Director of Sports of NBC, he is also the intimate friend of famous motion picture stars, celebrated ring champions, baseball players, golfers, football stars and coaches. On his sport programs, Stern has played radio host to world-famed celebrities; Bill has parried words with ring champions, glamour girls, movie stars, All-American gridiron heroes, adventurers, tennis luminaries, baseball stars and other national celebrities.

His concentration and his interest in his job are great indeed. He is an indefatigable worker when it comes to putting over a program. Everything is minutely planned. Everything must be "just so." Nothing is left to chance.

Stern's sport announcing career really started with a sentimental gesture. Back in 1933, Stern worked as a stage manager at Radio City Music Hall. As a sideline, he would do some football announcing for the National Broadcasting Company. The money was not much, but Stern loved the work and his talent did catch some favorable attention in the newspapers.

Following a serious automobile accident which hospitalized Bill for a considerable time, he showed up at NBC in the Fall, was given another trial at football announcing and reached the choice "high salary" brackets. Before long Stern was placed in complete charge of all NBC sport broadcasts. He was as they say in sports, "no flash in the pan," for he proved that he was not only a most refreshing football announcer, but a shrewd and capable business executive as well. As NBC sports director, he built up the department to the biggest sports unit in radio, handling exclusively the broadcasting of most of the important athletic events in the United States and doing an annual business of well over $1,000,000.

Summer and Winter, Stern's schedule hits a terrific pace. On Mondays, with his writer, Mac Davis, he begins work on the "Sport Newsreel of the Air."

For hours they work at a feverish pace, pruning, fixing, writing and rewriting the material, as Stern shouts, pleads, demands,

BILL STERN

argues, criticizes, praises, and sweats until the script is finished. Meanwhile, the phone on Stern's desk had jangled 30 calls to the hour, the secretary had popped in and out with important messages, and visitors and executives from other departments had dropped in for quick talks on various matters.

At 6:45, five times weekly, Stern rushes into a studio to broadcast his daily sport show, often speaking the full 15 minutes without a prepared script. After the Monday night show, he jumps into his car and drives to his home for a quick dinner with his wife and two-year-old son, Peter. Then at 9 o'clock, he is back at work at the Metro-Goldwyn studios doing the voice narration for the weekly newsreel. The job usually ends at three in the morning.

The rest of the week, besides doing his nightly sport broadcast, and directing the numerous activities of the NBC sports department, Bill Stern may do any of the following: Hop a plane to Cleveland to broadcast a fight, return to the office for a few hours, then hop another plane for a couple of days at Augusta, Georgia, to broadcast the professional golf matches. Or, he may fly out to Hollywood for two days of work before the cameras.

Then, a weekly show at some Army camp, a dozen personal appearances at luncheons and dinners, a few special shows and guest shots on other programs, a track meet in Iowa, a tennis tournament at Newport and maybe a split week on the stage in Hartford.

In the Fall, Stern zigzags about the United States to broadcast important football games. Nights before games are spent not in sleep but in poring through records, writing out reference cards and memorizing the names of the players.

At Penn Military Academy, Bill Stern was a good polo player and a fair quarterback on the football team. After college, he tried his hand at many trades. He was a saxophone player in a band, an usher in a motion picture theatre, a laborer on the RKO movie lots in Hollywood, a clothing salesman, a stage director and now the "voice of sports" to the NBC-RED audience.

For the past two years, he has topped all four major popularity polls — those conducted by the Scripps-Howard newspapers, Radio Daily, Movie and Radio Guide and Motion Picture Daily. He is the only sport announcer in the history of radio to make a grand slam and win all important popularity polls in the same year. Radio Guide recently took an extensive popularity poll of all sport announcers in the country. Bill Stern scored 63.2 out of a possible 100. His nearest competitor and runner-up in that poll had a score of 14.6.

Bill Stern talks like a runaway express and lives like one. But his frenzied living and popularity has jacked him up from an obscure, part-time announcer to America's best-known sport commentator.

—MAC DAVIS

Organic Matter

● The advent of the NBC Transmitter in its new format brought forth a reminder that several affiliated stations have their own local house magazines.

WMBG, NBC-RED outlet of Richmond, Virginia, has a four-page monthly paper —the WMBG Transmitter—which has just celebrated its eighth birthday. It's a live little paper containing a "tear-off" tab of program highlights and news and pictures of NBC-RED and local programs.

NBC AND NORTHWESTERN UNIVERSITY OFFER SUMMER RADIO INSTITUTE

● The National Broadcasting Company-Northwestern University Summer Radio Institute was launched in Chicago late in June. The courses represent extensive collaboration between the network and the university in providing instruction on the manifold phases of broadcasting.

Arrangements for the Summer Radio Institute were made by Harry C. Kopf, NBC vice-president and manager of the central division; Judith Waller, the network's central division public service director, and Albert Crews, chairman of curriculum, radio division, Northwestern University.

Classes divide time between the Northwestern campus and NBC's Merchandise Mart studios. The network provides instructors, lecturers and studio facilities.

The concentrated eight-week course includes instruction in radio writing, acting, announcing and directing and the planning, adminstration and production of public service programs.

According to Mr. Kopf, the collaboration is based on the anticipated demand for trained radio personnel to replace workers called for military and civilian war duty. The course is designed for selected students from high schools and universities and for persons already employed by stations or networks.

Actually, the response indicated that an enormous portion of the American public has an ambition to study radio's many phases and that there are no age or geographical bounds.

Miss Waller, a pioneer in radio education, is presenting the course on public service programs in collaboration with Allen Miller, production director of Station KWSC, State College of Washington. Miller is former radio director of the University of Chicago and former director of the University Broadcasting Council in Chicago.

Other instructors are Wynn Wright, production director of the NBC central division, teaching radio production; Charles Urquhart, assistant production manager, announcing; Martin Magner, of the production staff, radio acting, and Albert Crews, of Northwestern, radio writing.

Students are given the opportunity to observe the rehearsal and production of actual NBC network programs. University credit will be given to students who have the prerequisites necessary for admission.

NBC FACULTY AND FACILITIES AID STUDENTS: *NBC central division staff members serving on the faculty of the Summer Radio Institute at Northwestern University. Left to right, Charles Urquhart, assistant manager of the production department; Wynn Wright, manager of production; Judith Waller, public service director, and Martin Magner, of the production staff.*

New Personnel Head Hails from Panama

● Ernest de la Ossa, new NBC personnel director, is a native of the Canal Zone and comes to broadcasting as an expert on employment problems.

His career has been varied and colorful. While attending school in Cristobal he worked at a tourist concession and on anti-aircraft construction. Upon graduating from the Cristobal High School (where he won American Legion and Columbia College scholarships and was class valedictorian) he came to New York and earned his A.B. degree at Columbia where he won several honors in class and athletics. He also studied industrial relations at the Harvard University Business School.

ERNEST DE LA OSSA

All his education was self-financed; he achieved this by serving as a head camp counselor, as a Columbia University reference librarian, and in other special college assignments. It is interesting to note that one of his duties was supervision of the football broadcast booth.

After graduation, he joined R. H. Macy & Co., New York, serving on the department store's personnel training squad. In turn, he was non-selling department employment interviewer and training supervisor. At the time he resigned to join NBC he was executive placement interviewer.

Human Barometer Finds Atmosphere Too Chilly

● Shortly after the ruling banning weather reports, Bill Evans, WTMJ (Milwaukee) announcer conducting the station's "Top o' the Morning" feature, puzzled over the situation for a few days, then greeted his listeners with: "Well, if you want to know about the weather, better stick your head out the window and find out."

Now a post card from an Evans fan poses this question: "Dear Bill—Since you stopped giving us the weather reports, my husband has been taking your suggestion. Every morning he sticks his head out the window, but, unfortunately, the neighbors think he's just being inquisitive."

PROMOTION: THE ADVANCE AGENT OF GOOD RADIO SALESMANSHIP

By Charles B. Brown
NBC Sales Promotion Manager

● Promotion today, by the very nature of circumstances, requires less of the pyrotechnics of yesterday. "The business of promotion" is synonymous with "the promotion of business," and any kind of promotion cannot operate effectively if it is out of tune with the times.

This does not mean that promotion should be less dynamic; it means that today substance is the prime need.

Promotion is the advance agent of a strong sales force as well as the continuing contact between actual sales calls. It is as useful as its ability to move convincing sales ideas into the minds of potential users through material which can be followed up and capitalized upon by the sales force in hard-hitting sales contacts.

CHARLES B. BROWN

The major problem today is promotional speed—speed in delivering a wide variety of material, not merely on demand, but before the demand is recognized by the buyer. Ability to fill the bill rests pretty much on what might be termed "promotional prescience" — that faculty which anticipates probable developments and the vital character of the promotional requests most likely to arise.

For example, when priority regulations first began to arouse interest, we received an urgent request for all available data on the effect they would have on food and drug advertising. Fortunately, Sales Promotion had completed two comprehensive analytical reports on the subject—one, a check of advertisers using NBC; two, a survey of government regulations affecting such basic industries as food, drugs, gas and oil, tobacco, cosmetics, etc. It was therefore quite simple to pull out the data.

Another example concerns a long distance call asking for the best data on the value of continuing advertising under war conditions, commodity restrictions, etc., including histories of those firms which dropped advertising during or since World War I.

Again, we were able to fill the request immediately because we had made an exhaustive search for such data and had sent our stations and our own sales personnel two special issues of our "Facts" folder on the subject.

Steering promotion down the middle of the road is at the same time the best and most difficult course to follow. A trifle too much emphasis or reiteration of claims in the advertisement or presentation arouses resentment and criticism. Too much understatement or copy discipline and the idea is quickly voiced that the company is high-hat or complacent.

In times like these, of course, the whole range of promotion activity must be integrated more than ever to specific problems

(Continued on page 16)

Frances Sprague Weds Publishers' Consultant

● Frances Sprague, chief librarian of NBC since 1930, was married to Robert P. Joy, publishers' consultant and New York editor of Current Events, on June 27. The wedding took place at the Pelham, New York, home of the bride's brother, Stuart Sprague, a prominent radio attorney who formerly served on the NBC legal staff.

MRS. ROBERT P. JOY

Mrs. Joy is a native of Vermontville, Michigan, and a graduate of Olivet College. Prior to joining NBC she was associated with the Standard Oil Development Company library at Elizabeth, New Jersey, and the Detroit Public Library. When she joined NBC — at the 711 Fifth Avenue studios—in 1930, she set out to compile a general library by merging the book collections of all departments.

WELCOME BACK, CHIEF!

Niles Trammell (right), president of NBC, was enthusiastically welcomed back to active service after his recent illness by more than 400 employees at the NBC A.A. outing at Huntington, Long Island, on June 23. Clay Morgan, assistant to the president, was chatting with Mr. Trammell when this picture was snapped on the spacious Crescent Club grounds, where employees took part in many sports.

Marie Gerard New Stations Greeter

● Meet Miss Marie Gerard. She's the charming young lady recently named receptionist in the NBC Station Relations Department. In her job, Miss Gerard meets and greets all NBC affiliated station managers and executives visiting New York.

Miss Gerard was born at Fort Stotsenburg, Philippine Islands, where her father, a New Yorker, was a civil engineer on Government assignment. He was lost in an airplane flight when she was but six months old. But she lived in the Philippines, China and Japan before being brought to the United States at the age of two. Her one memory of infant days in the Far East is that she learned to walk in Japan.

MARIE GERARD

Arriving in Seattle, she was brought directly to New York and has lived there since. Prior to joining NBC she was a receptionist at the Westinghouse Building at the New York World's Fair and a Powers model.

Her avocation is singing and she is still studying at the Metropolitan Opera Choral School with an active operatic career as her chief objective.

WHO Drops Corn Belt Contests Due to War

● In the interests of conserving rubber, gasoline and other fuel oils, WHO, Des Moines, Iowa, has cancelled plans for the annual Corn Belt Plowing Matches, according to Herb Plambeck, WHO farm news editor and contest director.

Plambeck pointed out that increased farm activity, shortage of farm labor and the elimination of unnecessary transportation are other factors in the decision to discontinue the annual farm sports event "for the duration." The third annual match at Albia last year attracted 38 contestants from three states who competed before a crowd of between 20,000 and 25,000 persons. While relinquishing active sponsorship of the Corn Belt Match, WHO will continue to cooperate with all communities interested in holding county matches.

DEEP IN THE ARM IN TEXAS

● *Janice Jarratt injects pep—and plenty of it—into the WOAI (San Antonio, Texas) news department as she begins her new series of appearances. Miss Jarratt, known as "the most photographed girl in America," culminates a colorful career of commercial modeling and movie work by handling the "Woman's Page of the Air" feature. Possessor of a natural journalistic ability and a radio voice which is receiving acclaim from listeners, she is considered to be one of the greatest radio "finds" in the southwest. Miss Jarratt will augment her programs of women's news with interviews of outstanding personalities over WOAI. Corwin Riddell, WOAI news chief, beams his pleasure over the station's acquisition of Miss Jarratt, in the photo above.*

Air Tydings' Tidings For Public Guidings

● The use of radio as a means for a legislator to keep in touch with his constituents is highly extolled by Senator Millard E. Tydings, of Maryland. He has been featured in a fifteen-minute talk each Sunday night over WBAL, Baltimore, for the past year.

Senator Tydings terms the broadcast report a "worthwhile institution," inasmuch as it brings the representative in intimate touch with his constituents and creates a better knowledge and understanding of current Government problems.

"I have been astounded on going into different communities in Maryland," the Senator stated, "at the number of people who tell me they are listening each week to these broadcasts. I have likewise received many letters from listeners outside of the State, from as far south as Miami, as far north as Boston and as far west as Chicago.

"Persons listening to these talks write in commendations or criticisms, so that quite frequently they give me their own views not only on matters discussed but on other matters which I find helpful in formulating subjects for future talks."

As an example of the timeliness and importance of the topics covered, Senator Tydings pointed out that before Pearl Harbor, there were two talks on the military strength of Japan on land, sea and in the air. Labor, tax and shipping problems were among the additional subjects.

Mike Maids

● With the war implying that there will be a shortage of male announcers, the Canadian Broadcasting Corporation is employing girls for the mike assignments.

the NBC chimes

● Yehudi—the little man who wasn't there—has finally been found. For years, it seems, he's been operating the famous NBC chimes, the most popular musical trademark in the world.

In Hollywood's Radio City, in San Francisco, in Chicago, or in the NBC studios in New York, a simple push of a button sets off the familiar "bing-bong-bing," heard nearly twenty billion times each year throughout the world. There is nothing to strike, no bells to ring. The chimes, in fact, are not really chimes at all, but amplified oscillations in radio tube circuits.

Identified with NBC for nearly 15 years, the chimes came into use when the NBC Network needed a signal, a "go-ahead" device to put programs on the air. The early days in chime history were somewhat hectic, and many NBC veterans recall the weird arrangements that sometimes went out on the air. O. B. Hanson, Ernest La Prade and Phillips Carlin each had a hand in the development of the present-day three-note signal, but not before experiments with seven-note, five-note and four-note signatures had been tried.

"The chimes were worked by hand, much like the ordinary dinner-table chimes today," La Prade (now NBC director of music research) recalls. "When we used seven notes, it seemed no two announcers ever got them in their proper order."

The familiar "g-e-c" notes were finally adopted, and NBC engineers developed an automatic system. Each of the three notes are composed of eight partial notes, and the twenty-four partials are then tuned to perfection by an oscilloscope and standard frequency oscillator.

In today's modern studio, the chimes are put on the air by a push of a button. This push trips an electrical relay in the master equipment room, setting rows of fingers on a revolving drum to plucking the eight separate metal reeds. The combined tones resulting are the three famous notes, each in perfect and automatic pitch.

No microphone is used, as each of the metal reeds and a parallel strip of metal form a small condenser. The vibrations of the reed vary the capacity of the condenser, and these vibrations are amplified directly onto the NBC network circuit.

According to mathematics, Yehudi's "bing-bong-bing" is the most familiar melody in the country, with the notes ringing in the average listener's ears 16 times each day.

LA PRADE HONORED IN CINCINNATI

—Cincinnati Enquirer Photo.

Ernest La Prade (center), NBC director of music research, is shown receiving a Doctor of Music degree at the College of Music of Cincinnati. La Prade's numerous musical activities include collaboration with the NBC engineering department in acoustics and electronics. He has attracted widespread attention as an author and composer.

And a Gala Time Was Had by All!

● The annual outing of the National Broadcasting Company Athletic Association took place at the Crescent Club, Huntington, Long Island, June 23.

An all-day session of fun and sports started with the departure of A.A. members and guests on the Long Island Railroad from Pennsylvania Station. Cabs waiting at the Huntington station whisked the lads and lassies to the expansive club grounds.

George H. Frey, of Sales, who is the new A.A. president, arranged a crowded day of tennis, swimming, horseback riding, golf and other sports. Luncheon and dinner were served at the club and an elaborate oasis for parched palates was provided. And, as if these facilities weren't enough, there were cold kegs of beer studded around the lawn, where self-service was the order of the day.

And at night, there was dancing. A sliding roof in the clubhouse revealed the starlit heavens. There's a report that A.A. committeemen had been going to a Gypsy tea room to get advance weather reports for the day.

STATION SHORTS

● Men employees of WTAM (Cleveland) highlighted their recent banquet by renaming their recreation club and dedicating it to "America's unconquerable spirit for victory." The 54 members of the group decided to formally change the name of the organization from the "1070" Club to the "1100" Club to conform with a recent change in the station's frequency.

● Men in the Armed Forces who receive the hospitality of the Milwaukee County USO aren't going to lack music. Over 2,000 records, most of them popular, have been donated by the musical library of WTMJ—W55M, The Journal Stations, following an inventory. Many of the records are valuable as collectors' items.

● Agnes White, KFI (Los Angeles) home economist, may soon take dialers right into the model kitchen of her own lovely home in the Palos Verdes hills. Because of the rubber shortage, she hopes to broadcast her five-a-week "California Home" series from there by a remote hook-up, saving many miles of monthly driving.

YANKEE JOB THAT'S DANDY

(*Continued from page 3*)

band conductor—is assigned full-time to the International Division.

A crack staff of translators is on deck to handle program preparation details as well as the swift, steady flow of listener mail. Despite the hazards of wartime shipping, foreign listeners' comment arrives at a brisk rate.

The popularity of short-wave rebroadcasts to American soldiers, sailors and marines has grown tremendously in recent months. Our service men have written a steady stream of appreciative letters thanking NBC and prominent sponsors for giving them an intimate link with the homeland they're fighting for.

Sponsors using NBC short waves to send their network programs to our Armed Forces include: American Tobacco Company, P. Ballantine & Sons, Carter Products, Inc., Colgate-Palmolive-Peet Company, Esso Marketers, F. W. Fitch Company, General Foods Corporation, S. C. Johnson & Son, Inc., Kraft Cheese Company, Lever Brothers Company, Lewis-Howe Company, Miles Laboratories, Inc., Philip Morris & Co., Ltd., The Procter & Gamble Company, The R. J. Reynolds Tobacco Company, F. & M. Schaefer Brewing Company, Vick Chemical Company, and Williamson Candy Company.

International has its own sales staff headed by S. F. Woodell, who was in the export business prior to his present post. The war has narrowed down the number of sponsored programs but there is every indication that there will be a tremendous post-war boom in short-wave commercial features.

The value of the International Division in contributing towards America's "good neighbor" policy has been proved time and time again. Every event of interest to our Latin-American neighbors is covered in great detail. A recent example was the visit of President Prado of Peru. From the moment the Peruvian statesman set foot on U. S. A. soil until his departure, Buck Canel, of the NBC International staff, was on hand with mikes and engineers to report the highlights of his visit for South American listeners.

This started out to be a biography of John Francis Royal. And the only personal fact listed was that he was born on the Fourth of July. But the great patriotic achievements mentioned between the opening paragraph and this closing one prove the truth of George M. Cohan's lyrical proclamation that an "Independence Day birthday makes Royal doubly entitled to the label of Yankee Doodle Dandy!"

THE HUSTLING, BUSTLING INTERNATIONAL DEPARTMENT: *There's activity aplenty all day long in this large room where NBC short-wave programs are shaped in ten different languages. This important department is filling a vital wartime role under the guidance of John F. Royal, NBC vice-president in charge of international relations.*

RADIO'S POST-WAR FUTURE

(*Continued from page 7*)

WEAF. They offered a job. Within two years Hanson was plant manager, continuing in that capacity when the National Broadcasting Company was formed in 1926.

Radio broadcasting grew at a tremendous rate and Hanson developed with it. He is credited with a half dozen significant inventions and hundreds of his suggestions have been built into equipment developed at Radio City. Hanson was named chief engineer several years after NBC was organized and was elevated to a vice-presidency in 1938.

Hanson was in at the beginning of television, saw it and frequency modulation established. He has seen the frontiers of radio steadily pushed out, watched over the development of new radio tools to make practical use of ultra-short waves.

Just Stretch the Wall If the Studio's Small

● After their recent experience at a school near Thomaston, Ga., the Swanee River Boys, popular WSB (Atlanta) quartet, can say without fear of exaggeration that they did "bring down the house"—or part of it anyway.

When show time came, the sponsors realized that the room prepared for the program would never hold the crowd that turned out.

Decisive action was forthcoming. The sponsors hastily organized a "demolition crew" and carefully removed a large section of the school room wall—making it possible for people in the next room to see and hear the proceedings.

Near Beer

● Milwaukee, Wisconsin, has a lot of breweries above ground, but WTMJ-W55M, The Journal stations, in laying foundation for a 300-foot transmitter back of the local "Radio City," new home of the stations, discovered the ruins of an old one. Foundation of the long forgotten structure was found 12 feet down, along with sections of railroad track. The site now constitutes one of the city's most scenic sections.

Press to Broadcasting Path Followed by Dale

● With more than 20 years of experience in the newspaper and allied fields, Albert E. Dale joined NBC in November, 1941, as director of the Department of Information, bringing to radio press agentry and public relations a refreshing note of service and collaboration born of the linotype and reaching new heights of utility at the microphone. At the recent NBC War Clinic sessions, Dale called for renewed press-radio cooperation.

He is quick to notice trends and realizes the great importance of press and radio relations in this wartime period.

Starting his newspaper career in Albany, New York, he was legislative correspondent for The New York Sun, The New York Evening Sun and The New York Herald Tribune. Following a year as political reporter on The New York Evening Mail, he returned to Albany in 1922 to help organize The Albany Evening News.

In 1929 he joined the Hearst enterprises, serving as editor of the following papers: The Detroit News, The Wisconsin News (Milwaukee), The Pittsburgh Sun Telegraph, and The Chicago Evening American. In 1940, after serving for a year as Sunday editor and managing editor of The Washington Times Herald, Dale became director of public relations and publicity for the Greater New York Fund. Working with James Farley, the campaign chairman, he witnessed a record charity drive, topping earlier campaigns by $400,000.

ALBERT E. DALE

PROMOTION: ADVANCE AGENT

(*Continued from page 12*)

of individual advertisers because there are fewer common denominator distribution or selling patterns today. In addition, every advertising dollar must do the work of two and every emotional concept must be two-dimensional—first, it must meet the current need and, second, it must contain continuing values which link it definitely with post-war tomorrow.

In short, the very essence of promotion is the dramatic presentation of dynamic ideas which are a little ahead of the times yet applicable to immediate needs.

Today, as never before, promotion can and must serve every phase of business operation from public relations down to the company's annual report. From here on, this nation and the world in general will be living in an era of new ideas. Ideas applied to social problems, ideas applied to economic problems. The world is at a mental and spiritual cross-roads and ideas, sound and fundamental, understandable by all and dynamically presented will prove a prime ingredient in bringing about a greater distribution of the good things of life and a more stable era for the greatest number of people.

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AUGUST 1942

IN THIS ISSUE:

ARMY HOUR'S MISSION

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Scene at Radio City dedication of NBC's service flag July 11. At the microphone, Lucy Monroe. To her left, William S. Hedges, NBC vice-president in charge of stations; Captain Thomas B. Thompson and Army Chaplain Earl Jennings. To her right: Major General Sandeford Jarman, chief speaker.
—NBC Photo by Desfor

NBC TRANSMITTER
VOL. 8 AUGUST 1942 NO. 4

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

FOR THE WAR

● From cover to cover in this issue of The Transmitter are stories and pictures about radio and radio people in the war. Possibly NBC should brag about the vast amount of local and network time it is giving free to aid in the war effort, but it believes patriotism and loyalty are inherent qualities in radio's every-day role.

NBC and its affiliated stations have gone far ahead of all demands in such extra-curricular duties as selling defense bonds, collecting scrap rubber, saving grain crops in the West, even sending gift boxes to soldiers. Radio finds these tasks a privilege rather than an obligation.

In big and small things radio does its part to win!

WELDING THE NETWORK

● Fast goes the work of knitting NBC and its affiliated stations into a more cohesive unit.

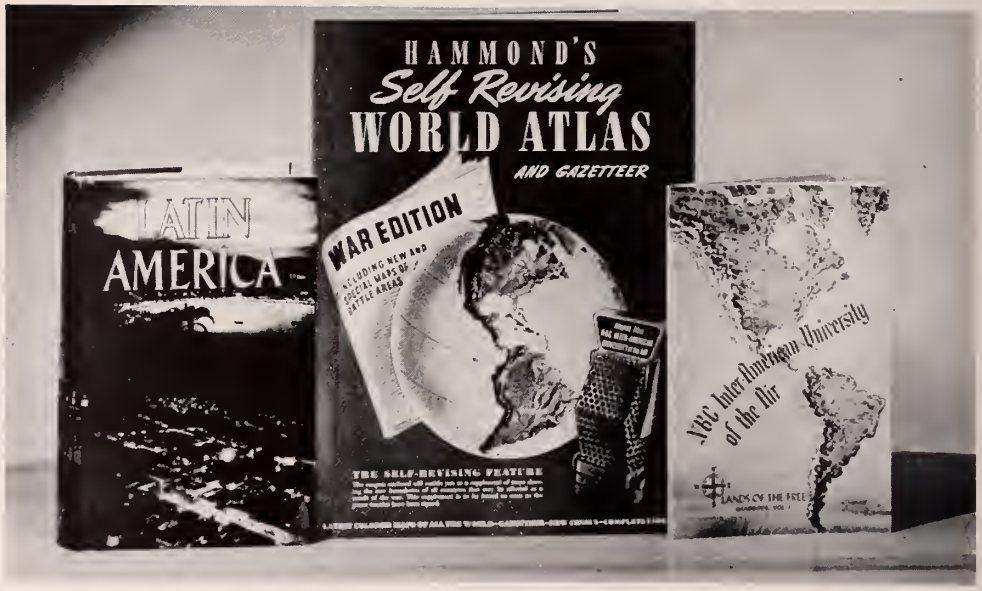
Two new moves in this direction:

First, the 10% discount plan which assures many of the less powerful and more remote stations the great air programs in which NBC leads all networks. This, too, is one more step in the effort to give the listening public easier access to the best programs. NBC itself absorbs the new discount allowed all advertisers using our full 125-station network.

Second lift for the stations is NBC's Fall Parade of Stars promotion plan, hailed as one of the greatest in broadcast history.

Every station gets a promotional kit of records to be put on the air, announcing the return of great names in new fall programs (with the big stars themselves doing the announcing), also all sorts of publicity material, pictures, mats, stories, window display ideas.

These indeed are eye-opening plans to achieve ear-opening results.



VISUAL AIDS FOR NBC INTER-AMERICAN SERIES

● Three published aids for listeners of the NBC Inter-American University of the Air have been announced. Dr. James Rowland Angell, NBC public service counselor and general supervisor of the hemispheric educational project, has pointed out that the broadcasts will be complete in themselves and that the special published aids are available for those wishing to obtain maximum benefits through individual, group or class listening.

The first of such aids is "Lands of the Free." Published by the Odyssey Press, it is a handbook tieing in with the series of that name written by Stuart Ayers.

In a prefatory chapter entitled "The Fourth Dimension of Culture," Dr. Angell and Sterling Fisher—assistant public service counselor and director of the Inter-American University of the Air—explain that the purpose of the handbook is to give background information concerning each forthcoming broadcast of the first series of "Lands of the Free," and carefully prepared lists of publications for supplementary reading.

"To give unity and comprehensiveness to this reading," they declare, "the Inter-American University of the Air has adopted as an official reference book the impressive volume entitled 'Latin America,' written by Preston E. James, chief of the Latin American section in the Office of the Coordinator of Information in Washington. The book was recently published by Lothrop, Lee and Shepard.

"To give further assistance to listeners in locating, understanding and visualizing the events with which the programs are concerned, the Inter-American University of the Air has also adopted for reference the new 'Self-Revising Atlas,' just brought out in revised form by the C. S. Hammond Company."

Colorful Ceremonies Mark Flag Dedication

● The cover photograph of this issue of the NBC Transmitter shows a scene at the Radio City dedication of NBC's New York service flag on July 11.

The flag, containing 225 blue stars, two gold, was dedicated by Major General Sandeford Jarman, second in command of the First Army and Commanding General, Anti-aircraft defenses, Eastern Theater of Operations. William S. Hedges, NBC vice-president in charge of stations, accepted the flag from General Jarman. Captain Thomas B. Thompson, Chief of Chaplains of the Third Naval District, and Army Chaplain Earl Jennings participated in the ceremonies. Lucy Monroe led the assemblage in the singing of the National Anthem. The 62nd Anti-aircraft regimental band and Army, Navy, Marine and Coast Guard color guards took part in the event.

Taps were sounded for two former NBC guide staff members represented by the gold stars: Lieutenant Jacques Tartiere, killed in Syria fighting with the Free French, and Lieutenant Donald Crocker, U. S. Navy bomber pilot shot down "somewhere in the Pacific."

"ARMY HOUR NOT AN ENTERTAINMENT; IT'S A MILITARY MISSION"—VARIETY

(The following text is reprinted from the article "Showmanship and 'The Army Hour'" by Robert J. Landry in the July 22, 1942, issue of "Variety." The article by the brilliant radio editor of the "showmen's bible" was subheaded "A Triumph Over Time, Water, Static and Redtape.")

● " 'The Army Hour' is not an entertainment. That's what they say. It's a military mission. The distinction may have seemed like a literary conceit at the start. It has tended to become a crisp fact as the program has been shaken down. Now in its 16th week, 'The Army Hour' has become progressively military-like, diminishingly schmalz-like; * * *

"Now that it has settled down for the duration and gone over the bumps (it's 7 in the Hooper Rating) that any new series has to take 'The Army Hour' may be examined as a clinical study in showmanship on a global magnitude of total war and total human destiny. It is possible to consider now with some perspective the program goals set by Gen. A. D. Surles and Lt. Col. Ed Kirby of the Bureau of Public Relations and how these have been translated and transmitted by the Army's get-it-done civilian, Wyllis Cooper, the latter one of big time radio's best writing-producing craftsmen.

" 'The Army Hour' goes to Australia, Jamaica, Canada, Chungking, Cairo, England, Curacao, Hawaii, Ireland, India, Newfoundland, Panama, Puerto Rico, Russia. These world-encircling pickups tell as well as any words of description the farflung nature of this fight. They are necessary parts of the program formula. So, too, is praise of the British, the Russians, the Dutch, the Chinese, the Australians, the Canadians, all the Allies bunched together in the United Nations. A persisting emphasis upon the tie-up between the battle front and the production front is also fundamental to the design of 'The Army Hour.' The mounting crescendo of the drill-press is the obbligato to the rat-a-tat of the proving grounds, the field maneuvers and, finally, the actual death test with the enemy.

"The processes of democratic mobilization and organization are slow. An impatient people has to be lighted through dark passages of history. 'The Army Hour' editorializes now and again at the American people, disabusing them of false confidence on the one hand, but keeping hope from withering and the outlook from being all murky and depressing on the other. Somebody has to do this, and the Army has a habit of not waiting upon others. Never mind that critics sometimes suggest that the complex politics of 'hope' ought, in a democracy, to be handled outside the armed forces. That's theoretical. 'The Army Hour' is practical. Practical in putting radio programs together on a basis of the Army's exclusive knowledge of the whole picture, of the dangers to, and the needs of maximum efficiency.

"Naturally 'The Army Hour' must speak for all the branches and corps. (It also speaks on occasion for the Navy.) In this war the over-all totals of publicity have tended to glamourize the air force first and tanks second. Only now are there belated salutes being organized in the country at large and via all channels of communications to such neglected bodies as the Medical Corps, the Quartermaster Corps, the Infantry, etc. Of military and other personages heard on 'The Army Hour' 16% have been connected with aviation. Of visits to factories and other places in the United States the aviation percentage has been above 30%. In its 'profiles' of the lethal weapons of modern warfare the program has concentrated 8.3% on aerial matters.

"Now comes the get-it-done part, the sweating, worrying, long distancing, cabling, script-writing, putting it together job. There's anywhere from 60 hours up of hard work for Wyllis Cooper alone on any one broadcast. This is the supreme test of professionalism. No amateur could perform under such everyday handicaps. Too few assistants, too few funds, too few conveniences. NBC pays the bills but the budget is not unlimited. It costs $7 per minute, for example, to hold a production conference by telephone with NBC's man, Bob St. John, in London. Cairo and other points east and west, are proportionately higher. People in remote places have to be cued, rehearsed, supplied with directives (and in Army code as an added complication) and the whole undertaking is veiled until broadcast time by military secrecy. The Japanese must not know that Chiang Kai-Shek or Archibald Wavell will be at a given point at a given time to broadcast. * * *

"The domestic pickups are, of course, easy by comparison. The country is rampant with eager press agents. Preferably 'The Army Hour' likes to send one of its own men to set up the routine. Donald Briggs, the radio and film actor, is doing such assignments for Wyllis Cooper. Lt. Howard Nussbaum, Lt. Joe Thompson and Jack Harris out of Washington also travel a good deal to line up specials. It is their intimate knowledge of the program that makes them ideal in dealing with the local public relations officers and

(Continued on page 15)

The president of the Radio Corporation of America participating in a recent "Army Hour" broadcast. Colonel David Sarnoff, U. S. Army Signal Corps, is shown facing the NBC microphone at Camp Murphy, Florida.

"OLD GLORY" IN STUDIO

"The big 8-H studio at NBC is not neglected in the operations of this military mission," Landry stated in his "Army Hour" Variety article. "It is standard practice to troop in the colors with a guard of soldiers just before the broadcast and the colors are trooped out with due ceremony at the finale."

EDUCATIONAL TRAIL-BLAZER

Central Division's Judith Waller Amazed Industry With "Firsts"

● When the School Broadcast Conference selected Judith Waller for its first annual award of merit on December 6, 1940, it turned the limelight on a woman who, in the words of a famed newspaper columnist, "is a quiet, unassuming person who has labored hard for many years in the educational phase of radio."

Yet, to the hundreds of persons who know her and her work, Miss Waller's selection seemed only a just recognition of her influence and effect upon education in radio. As a radio pioneer, who from the very beginning felt that radio should offer something more than entertainment, Miss Waller made arrangements for literally hundreds of informative lectures over Station WMAQ, of which she was director from April, 1922, until 1932.

Judith Waller (right) and Secretary Grace Neuwerth.

It was she who suggested that actual pick-ups of classroom lectures at Northwestern University and at the University of Chicago were feasible and desirable; it was she who arranged for what was very likely the first musical appreciation hour, a program which made its debut on October 12, 1922, with Mr. and Mrs. Marx E. Oberndorfer as commentators on the work of the Chicago Symphony Orchestra; it was she who pioneered the children's field with a "Hearing America First" musical series, Miss Georgene Faulkner's "Story Lady" series, Russell Pratt's "Topsy Turvy Time" program and a thrice-weekly program presented in collaboration with the Chicago Public Schools, and it was she who not only conceived the idea of the celebrated "University of Chicago Round Table," but who also saved it from possible oblivion by persuading NBC to retain it when WMAQ joined the network in 1931. It was Miss Waller, too, who worked out the plans for the NBC-Northwestern University Summer Radio Institute which got off to a splendid start this season with 100 students.

But Miss Waller's experience in radio has not been confined to education by any means. As director of one of Chicago's most enterprising stations for ten years, she has so many "firsts" to her credit that she has forgotten many of them. Yet it was her personal interview with William Wrigley, Jr., that led to the first play-by-play broadcast of a big league baseball game from Wrigley Field. True the World's Series had been aired in the fall of 1924, but no one, so far as is known, had ever thought of broadcasting a play-by-play description of a regular game until Miss Waller booked the first game in the late spring of 1925. Miss Waller also booked the first play-by-play account of a football game—that between the University of Chicago and Brown University in 1924. Her station was the only one in Chicago to broadcast the inauguration of President Coolidge on March 4, 1925, and prior to that it had been one of a few to broadcast the Democratic and Republican National Conventions by land wire in 1924.

Miss Waller also is responsible for booking such diverse radio programs as the first Chicago Symphony Orchestra broadcast and the debut of Amos 'n' Andy. She recalls considerable misgivings regarding the addition of Amos 'n' Andy to her WMAQ staff. "They wanted $25,000 a year," she said, "and my budget from The Chicago Daily News for all other program talent was exactly that figure. Frankly I didn't know how much of a gamble it would be to try to make stars out of a team that had acquired a certain amount of fame as Sam 'n' Henry, but which would have to change that name on my station. Luckily, they proved their worth in short order."

Another "first" which Miss Waller recalls with a chuckle because of the furore it created at the offices of the American Telephone and Telegraph Company is the first international broadcast ever made—the broadcasting of a telephone conversation between John Gunther, Chicago Daily News correspondent in London, and Hal O'Flaherty, then foreign news editor, regarding the condition of King George V, then gravely ill. This broadcast, made on December 4, 1928, cost a mere $75 in toll charges, but it brought the wrath of the A. T. & T. down on her head because of a rule forbidding the broadcast of telephone conversations.

It was not until WMAQ joined NBC in 1931 and made Miss Waller its education director in the NBC central division that she began to devote most of her time to the field of education in radio. Since then she has been responsible, in addition to the "University of Chicago Round Table," for developing such programs as "Music and American Youth," the National Music Camp broadcasts from Interlochen, Mich., the "High School Studio Party"—presented in cooperation with the Radio Council of the Board of Education of Chicago—"Student Opinion," an ad lib discussion program for high school youngsters, Parent-Teacher Association programs and the American Medical Association's "Doctors at Work."

(*Continued on page 13*)

LISTENERS PLAY CATCH-AS-CATCH-CAN WITH CATCHY NBC CATCH-PHRASES

● America's modern language has been greatly colored by radio, particularly by those comedians whose joke factories are located in the NBC Hollywood studios.

When Little Johnny wants to contradict his mother nowadays, he says, "That ain't the way I heerd it," patterned after Bill Thompson's phrase as the Old Timer with Fibber McGee and Molly.

Which illustrates the effect radio has upon the language of the people of the United States. Catch-phrases from radio are the modern versions of "twenty-three skiddoo" and "you tell 'em, I stutter." Radio's comedians add new phrases to the American slanguage every day, and every hep-cat is judged by his knowledge of the latest line from Hollywood.

Red Skelton's "I Dood It," besides making newspaper headlines, has become an everyday phrase in young America's vocabulary, along with his "I would answer that, but it would only wead to bwoodshed," and "If I do, I det a whippin'."

Jerry Colonna, on Bob Hope's program, made "Greetings, gate," a synonym for "howdy," "hello," "good morning," etc.

"Wonderful world!" was Lum and Abner's most popular contribution to the list, with "I'm wore to a frazzle, just wore to a fraaazle" also in the running.

Molly McGee says "'Taint Funny, McGee," and millions of us stop millions of others cold by telling them, "'Taint funny, McGee."

Charlie McCarthy's pet phrase has been a national byword for years—"I'll clip 'em. So help me, I'll mow 'em down."

From Al Pearce comes Elmer Blurt's "I Hope I Hope I Hope," and Baby Snooks' addition to often-repeated phrases is "Why, Daddy?"

Meredith Willson has millions of listeners copying his "Well, bend me over and call me stoopid," and Bing Crosby's colorful slanguage has added many apt phrases, including "Cinema Parlor," Crosbyism for motion picture theater, and "fair hunk of fiddlin'," which translated means "a performance of great virtuosity on the violin."

Dennis Day says "Yes, please" to Jack Benny, and in every town kids from eight to eighty say "Yes, please" to every question that calls for an affirmative.

Cliff Arquette as Ben Willet, of "Point Sublime" is responsible for reviving an oldie that most of radio's language twisters could borrow—"Aint I the one?"

3,134 Days in a Row At 6 A.M., What a Go!

● Add to impressive radio records the amazing total of consecutive broadcasts piled up by Jack Martin, of WKBH (La Crosse, Wisconsin). As "Uncle Josh," he has been on the air — as of July 1, 1942 — 3,134 consecutive days, including Sundays and holidays. And what makes the record still more amazing is the fact that his program opens up the station each morning at 6 a.m.

JACK MARTIN

Martin conducts two listener clubs as part of his broadcasts; they are the Radio in the Barn Club and the Radio in the Kitchen Club. He is a veteran showman and has trouped in every state of the Union as well as many foreign lands. In World War I, he headed a group of soldier actors which performed in Europe.

WKBH believes that Martin's impressive total of consecutive days on the air is an all-time record. If any NBC Transmitter reader has facts on a greater number of consecutive appearances, please forward the data to the NBC Press Department, New York.

GASOLINE AND TIRE RATIONING FAILS TO FAZE NBC FOLK

Chicago Engineer Harold Jackson demonstrates his scooter to Vocalist Ada Beth Peaker; left: Michael Fitzmaurice takes to Dobbin; right: Jack Benny and Mary Livingstone use bicycles.

NBC HOLLYWOOD STUDIO GETS IN THE SCRAP

Employees at Hollywood's Radio City collected 640 pounds of rubber—ranging from 2-ounce children's toys to 50-pound floor mats—to boost the nation's rubber stock pile. Here's a truck being loaded with the elastic cargo. The photo shows (left to right): Betty Boyle, secretary; John Wald, the network's "Richfield Reporter"; Sidney N. Strotz, NBC vice-president in charge of the western division, and Ruth Gunning, secretary, inspecting the collection. The NBC engineering department helped the salvage drive by contributing coils of rubber covered cable and network officials approved the removal of non-essential rubber items from halls and offices.

Bouncing Response to WOAI's Rubber Appeal

● Radio listeners in more than 200 communities responded by letters and telegrams to a contest broadcast by WOAI (San Antonio, Texas), which awarded five $50 war bonds for attention-getting scrap rubber collections. A total of 687,532 pounds of rubber was reported turned in by contest entrants as of the closing date, June 30th. Every entry had to be certified by the filling station receiving the rubber.

WOAI awarded a war bond to a south Texas man reporting collection of the greatest amount of rubber—49,082 pounds. A San Antonio woman received another bond for contributing the greatest number of diversified articles—256 different items. To a 13-year-old Freer, Texas, boy went a prize as the youngster "16 years of age or under" offering the greatest volume of rubber scrap—13,706 pounds. Another bond was awarded to a Terlingua, Texas, citizen for the best "all-around" job of rubber collection. And the fifth award is now in the hands of a 12-year-old lad from Utopia, Texas, who wrote of being bitten by a copperhead while fishing old tires from a river near his house—his experience being the most unusual.

WOAI's contest ran two weeks, promoted by announcements on the air. At its midway point, WOAI carried a 10-minute question-and-answer program to further acquaint listeners with entry details.

A "Second" Front

● To accelerate war production in its area, WTAG (Worcester, Massachusetts) has inaugurated a series of "tick tock" announcements. Spots, ticking the seconds away, emphasize the vital importance of every minute in the war program and stress the need for constant effort on the factory front to defeat the enemy on the battle front. High commendation for the broadcasts has been received by WTAG from Worcester industrial plants.

WGBF Makes Literal "Drive" for Rubber

● To Clarence Leich, director of WGBF (Evansville, Indiana) goes the credit for one of the most original radio appeals in the recent rubber salvage campaign.

The station devoted one hour to the rubber appeal and during the program had staff men situated in their radio-equipped automobiles at different intersections of the city. The announcer proclaimed that all rubber offers telephoned to the station would result in a call by a WGBF staff man within a few minutes. Operating in similar fashion to police radio calls, the announcer then gave the addresses to the WGBF man nearest each rubber pickup point.

One of the amusing sidelights of the salvage quest occurred when a WGBF man rang a listener's doorbell. "I called for the rubber you offered," he told the man who opened the door.

"You're standing on it!" was the unexpected response, and off the WGBF rubber hunter went with the listener's door mat.

Result of the WGBF appeal: 100 calls and 1,500 pounds of rubber for victory.

"THANK HUE!"

When NBC's Hollywood headquarters got a new paint job recently, the trade name that the Sherwin-Williams Paint Company labeled to their products paid a compliment to the network. The official colors for the building are "NBC Green No. 1," "NBC Green No. 2" and "NBC Dado Green." Harry Alber, building maintenance supervisor, and Mercedes McCambridge, NBC actress, are shown inspecting the products used by Painter Thomas McCarley.

DIPLOMAT OF RADIO CITY

NBC's J. de Jara Almonte a Famous Host to World Celebrities

● It is rare that a radio executive whose entire activities are of the behind-the-scenes variety has won such widespread attention as NBC's Juan de Jara Almonte, assistant to the president and nighttime manager of the network. The son of a diplomat, he has introduced diplomacy into radio on a very broad scale. He has been the subject of feature interviews in publications all over the world, and, for an off-the-microphone radio personality, receives an amazing amount of "fan" mail.

His personal friends, listed together, would read like a reprint of "Who's Who." He has been with NBC since 1927 and his "after hours" executive assignment as official NBC host—or rather the way he carried it out—has won him an unique spot on the radio scene.

When a king, ambassador, war hero, "typical American father"—or other person prominent in the world news spotlight—drops into NBC they are received by the affable network executive in his elaborate second floor office. His autograph book of notable studio guests has, perhaps, one of the greatest contemporary collections in existence. And his cabinet of miniature figures contains some collectors' rare items.

People who meet Almonte never forget him. The other day, a charming young lady burst into his office and placed two beautifully carved Chinese figures on his desk. She said that some ten years before she was a child performer on Madge Tucker's "Our Barn" program and remembered that his collection was lacking such items as the Chinese heads. Hence, a decade later, on seeing the figures, she bought them immediately to fill the gap in the huge interesting collection in Almonte's office.

About a year ago, an NBC promotional piece entitled "After Hours," proclaiming the fact that NBC's welcome mat stays out long past the regular business day, was mailed out. The folder was written around John Almonte's hospitality. And Almonte takes great pride in the sheaf of letters that arrived within the next few days. Industrial leaders, advertising executives and Congressmen were represented in the return mail, expressing gratification at the fact that their genial NBC host was still on deck to receive them.

J. DE JARA ALMONTE

In part, the folder read: "Perhaps if it were possible for a large organization such as NBC to capture and crystallize its personality in a single human being, John Almonte might reasonably assume that role."

Diplomacy is an inherent trait with Almonte because of his cosmopolitan background. He was born in Paris, the son of a Spanish diplomat, and was educated at Oxford and on the continent. When he joined NBC in 1927, he had broad international experience in journalism and advertising. His initial NBC assignment was as a member of the sales staff. Alternating with other members of the department, he would spend an occasional evening acting as NBC's official host to entertain noted artists and visitors. His tact and affability attracted attention and he was promoted to evening general manager and, in turn, to assistant to the president. The only period in which he was away from his NBC desk was during the 1939 New York World's Fair when he was borrowed by the parent company—to be official host at the RCA Building at the gigantic exposition.

Almonte knows five languages fluently—in addition to English. His ability to converse in French, Spanish, German, Italian and Portuguese comes in particularly handy when distinguished foreign visitors arrive.

The newspaper and magazine stories written about Almonte since he joined NBC could fill a good-sized scrapbook. Here are some interesting snatches from publications:

"It may interest you to know that J. de Jara Almonte, night executive of the NBC and one of radio's best-dressed men, was first manager of the Philadelphia Opera House."—The Jersey City Journal, June 16, 1932.

"Fact is Almonte once applied for a job as a reporter on the old New York Daily News . . . in top hat, gray-striped trousers and frock coat . . . and got the job!"—The Washington Post, June 10, 1933.

"Radio City has not quite reached the municipal stage of needing its own mayor. But if it should seek one, it's pretty certain that Juan de Jara Almonte would get the job. As a matter of fact, his present duties are not unlike that of a big metropolis chief magistrate."—The New York Sun, August 4, 1934.

"J. J. Almonte, NBC's night manager, is being boosted by a number of Washington newspapermen as Ambassador to Spain."—Billboard, December, 1934.

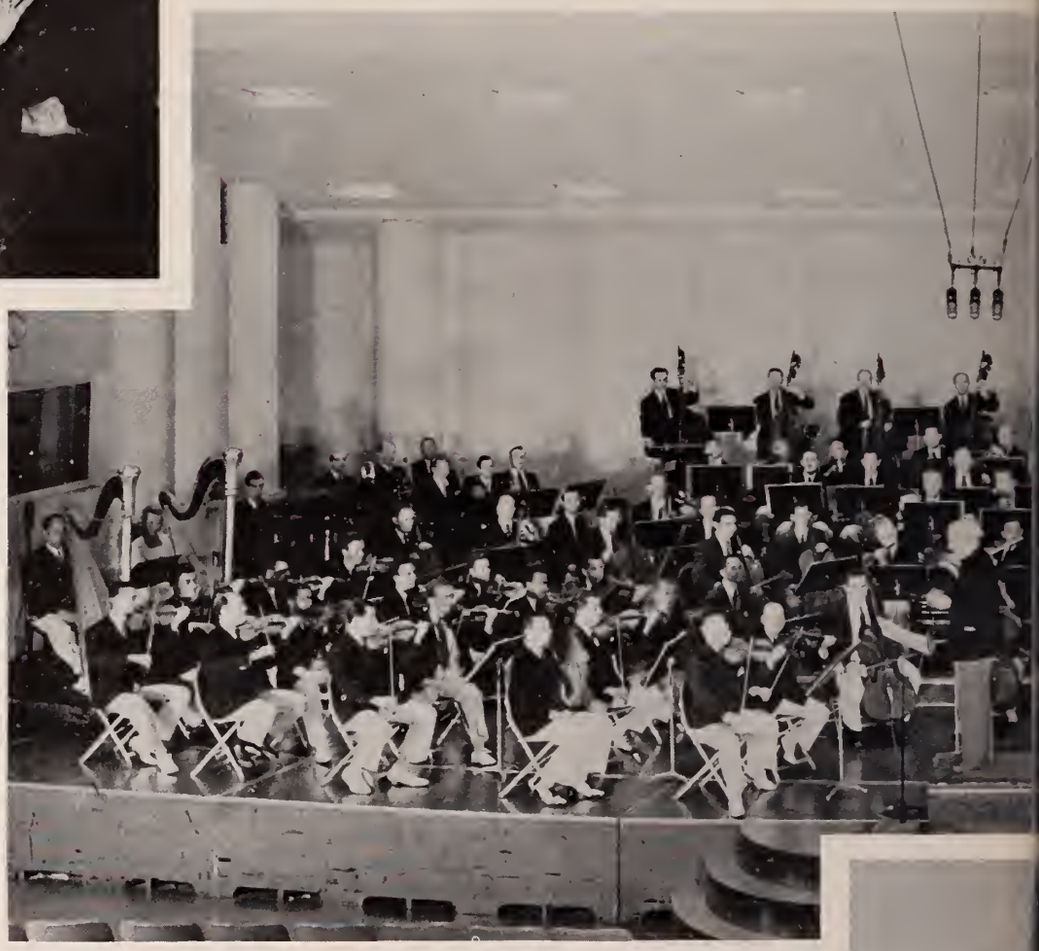
Press Tie-In Boosts WTAG War Work Show

● Ways and means for women to participate in the war effort are offered in a new series on WTAG (Worcester, Massachusetts). Entitled "Women on the Alert," the twice-weekly program seeks support of housewives for salvage, conservation, and rationing drives and coordinates all Government information concerning local and national efforts in behalf of the war. Written and conducted by Anne Lorentz, WTAG war service coordinator, broadcasts feature interviews with persons actively engaged in some phases of war work. Highlights of "Women on the Alert" will be published in a newspaper column by the same title to run in The Worcester Evening Gazette.

SHOSTAKOVICH'S

● The outstanding musical event of 1942—and a sensational NB
thrilling composition written under the flame and shellfire of
aggression. The Radio City performance by the NBC Symphon
over NBC stations from coast to coast as well as in foreign lands
industrial and entertainment worlds (several shown below) were p

C. L. Menser (right), vice-president in charge of programs, and T. H. Belviso, manager of music division, inspect microfilm containing score.



Major General and Mrs. Thomas A. Terry.

Grigori Khiefets (left), Russian vice-consul, listens with John Elwood, KPO manager, in San Francisco's NBC studios.

Composer

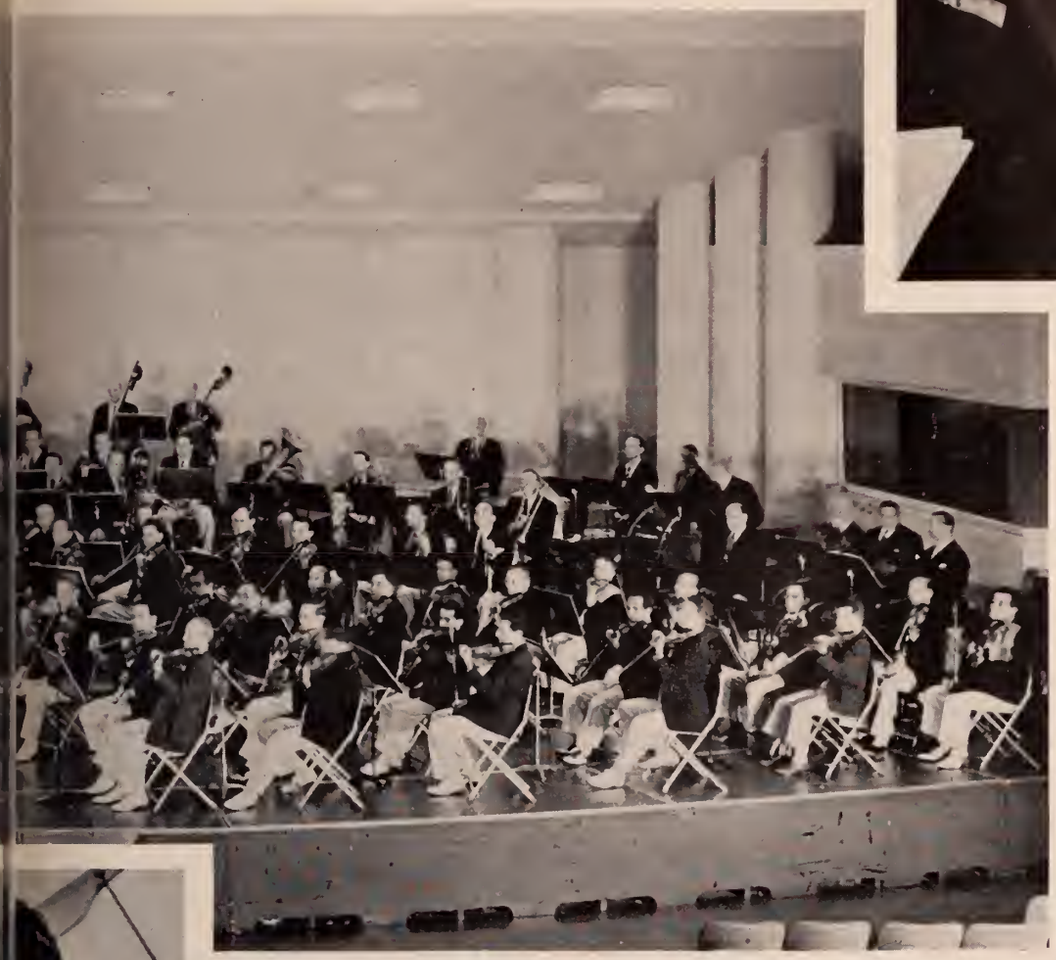
Mr. and Mrs. E. J. Nally and granddaughter.

Wendy Barry and William Murray.

Baroness Laml

ENTH SYMPHONY

was the Western Hemisphere premiere of Dmitri Shostakovich's of Leningrad and hailed as an eloquent indictment of Fascist ra, under the baton of Arturo Toscanini, on July 19 was heard hort-wave facilities. Headline notables of the diplomatic, military, he epoch-making performance originating in the huge 8-H studio.



Enlargements to sheet music size were made from tiny microfilm frames. H. W. Keresey, music custodian, holds some assembled parts.

ostakovich.

In Hollywood: Albert Coates, Meredith Willson, Sidney N. Strotz, Leopold Stokowski and Alexander Skroukov, Russian vice-consul.

H. V. Kaltenborn (right) and Olin Downes.

Max Reinhardt.

Robert Riskin and Fay Wray.

Mr. and Mrs. Frank Black.

"BB": A SUCCESS STORY

Bertha Brainard's Colorful Twenty Years in Broadcasting

● As NBC manager of program sales, Bertha Brainard is one of the busiest women on the American broadcasting scene.

She's known throughout the industry as "BB," but ballistically speaking, she packs the merchandising punch of a mammoth cannon.

She's blonde, petite and has the grace and charm of a Broadway leading lady. And she came close to being that because during her school days in her home town of South Orange, New Jersey, she took part in high school dramatics and, later, at the Montclair Normal School continued her pursuit of amateur theatricals.

However, World War I interrupted her dramatic aspirations and she enrolled as an ambulance driver with the American Red Cross and was assigned to the New York area to drive wounded soldiers from transports to hospitals. Then, after managing a resort hotel at Greenwich, Connecticut, she joined the staff of The Daily News Record, New York trade paper of the garment industry.

It was in April, 1922, that she entered radio, joining WJZ—then in Newark, New Jersey—with a Broadway interview and review column called "Broadcasting Broadway." She speaks affectionately of the old days at "Z"—as she terms the station that is now New York key of the Blue Network Company. She has a file drawer full of nostalgic clippings and photographs which she eagerly displays to interviewers.

Her file reveals the amazing scoops she achieved in the early days of broadcasting. Getting names of headline and marquee-light caliber on the air was no easy matter. Budgets for talent were practically non-existent in those days and broadcasters had to hie out to Newark for their programs. But Miss Brainard's tact and charm won out and she recruited prominent names of the entertainment world to the Newark studio. Soon her staff activities included arranging programs, writing scripts and announcing.

When "Z" opened a New York studio in 1923, she moved her headquarters to the big city to take complete charge of activities "across the Hudson." With the formation of NBC in 1926 and the inclusion of WJZ in its station roster, Miss Brainard was named Eastern program manager of the network and, in turn, commercial program manager before assuming her present post.

BERTHA BRAINARD

A glimpse at the charming executive makes it difficult to believe that she's a full-fledged member of H. V. Kaltenborn's Twenty Year Club — inner sanctum of prominent broadcasting folks who have spent a score of years in the industry.

She is the constant subject of feature interviews in newspapers and magazines, and noted by-line writers have admitted that they were refreshingly surprised by her charm and wit rather than the anticipated stern disposition they usually encounter in women executives.

Miss Brainard realizes that the merchandising of programs calls for the same showmanship and salesmanship punch as any other commodity. She's a shrewd program observer, a keen evaluator of talent and has the knack of knowing where to offer shows that will bring home the results sponsors desire.

Her fourth floor office has a door leading to the program board room where she regularly sits in on program conferences and auditions.

A tiny upright piano in her office is decorated with the autographs of celebrities—all of whom Miss Brainard has met in her program-building and program-selling tasks in the past two decades.

One night an overzealous office cleaner took a damp cloth and wiped the signatures off the famous piano. But Miss Brainard started over, and once again the piano represents a priceless collection of autographs. Now, however, there's a plate glass top to protect the rare signatures. And at night the piano gets dressed in a pair of green "pajamas."

There are numerous stories connected with the collection of the autographs, but one Miss Brainard is especially proud of is the fact that Paderewski sat down to play "The Moonlight Sonata" on it when he was asked to sign it. The piano is so tiny that it is occasionally sent to great artists backstage in Radio City studios for autographing.

"BB" has gone a long way since those Newark days at "Z." She maintains grace and dignity in her executive assignment. And she's human, too, as all her fellow workers know. She is modest about her success in the business world and pleads with newspaper and magazine interviewers to tone down the numerous success stories and achievement anecdotes connected with her twenty years in radio.

DOCTOR OF MUSIC

Roy Shield, NBC central division music director, recently received the degree of Doctor of Music from the Chicago Musical College. Rudolph Ganz (left), president of the institution, is shown handing the honor to Shield for his pioneering achievement in the development of "music-keyed" radio drama.

Davis Award Again Offered Announcers

● The word is out, the search is on. Once again the nation will be scoured to find a top-ranking announcer in the annual H. P. Davis National Memorial Announcers' Award Competition.

To the announcer who wins first prize will go $300 and a gold medal, and sectional winners, chosen from the four national time zones, will receive engraved signet rings.

All NBC stations—owned, operated or affiliated—may enter one candidate for the award, by making an off-the-air recording, without the announcer knowing it. The transcriptions should be preceded by a letter of notification, and the entry must include a photograph and biography of the candidate. Entries, addressed to Marjory Stewart, Director, Microphone Playhouse, 151 North Craig Street, Pittsburgh, will be accepted up to October 1. Awards will be made about November 2, on a nationwide NBC hook-up.

The award was established in 1933 by Mrs. H. P. Davis, of Pittsburgh, in memory of her husband, "father of radio broadcasting" identified with the founding of KDKA in 1920. Judges base decisions on personality, diction, adaptability, voice and versatility.

Last year's contest was outstandingly successful, entries coming from stations in every section of the country.

Double Service

● For two days a woman listener telephoned the WLW (Cincinnati) newsroom at regular intervals asking that the latest news developments be summarized for her.

She said her radio was out of order.

Naturally, the WLW newsroom complied. Not only that, but they looked up a neighborhood repair man for her set.

First Radio "WAAC"

● Katharine Gaston Vernon, 25-year old script writer and women's program commentator for WROL (Knoxville, Tennessee) has reported for duty with the Women's Army Auxiliary Corps, in Des Moines, Iowa. She is believed to be the first woman in radio to join the nation's Armed Forces.

FOUNDATIONS FOR VICTORY

Here's a partial result of the "Great Girdle Round-up" at WLW, Cincinnati. Kit Fox (extreme right), WLW coordinator of defense broadcasts, conceived the idea for Col. Cumquatt—a comic character heard on the station three mornings each week—to appeal to women listeners for girdles to boost the Government's salvage drive. Bashful listeners who were too embarrassed to take the girdles to a public collection point were requested to mail them to Col. Cumquatt—in real life Announcer-Actor Ken Peters—and undergarments of all sizes and shapes soon arrived at the station's offices. Miss Fox is shown inspecting a small part of the collection held by (left to right) Myrtle Watson, Ethel Mohr, Ellen Rowe, Agnes Maloney and Jane Timberman.

Soldiers' Letters Add Color to KSD Series

● "Our Buddies" is the title of a new KSD (St. Louis) weekly half-hour featuring letters listeners have received from men in the Armed Forces. The series has some novel twists and is proving an excellent attention-getting patriotic offering.

Letters from soldiers, sailors and marines are read by Harold Grams and the narration is embellished by interviews with their friends and relatives. The program, which has a musical background, is further enhanced by the sending of "Buddy Boxes" to each service man represented among the letter-writers on each show. The gift boxes contain such utility items as cigarettes, shaving cream, razors, blades, stationery, pencils, etc., gathered at "Buddy Booths" at the stores of the programs' sponsors—the Food Center and Jim Remley Super Stores.

KVOO on the Map

● When KVOO (Tulsa, Oklahoma) decided to offer listeners a war map of the world, the staff was assembled to submit estimates as to the number of maps the station should order. Estimates, based on a single Sunday afternoon announcement, ran from 500 to 1,600, and the station ordered 2,000 maps. However, within three days of the broadcast, 7,200 requests had streamed in and the map publishers heeded a rush order to comply with the demand that proved KVOO is most certainly "on the map"!

Service Flag Offer

● In twelve weeks, WTMJ (Milwaukee) has distributed over 7,000 service flags. The offer applied only to those having relatives in the service, the flags being distributed free of charge to listeners asking for them in writing.

PATRIOTIC GRAIN STORAGE PLAN STARTED IN N. DAKOTA BY WDAY

● Millions of bushels of grain—and no place to put it. That is one of the most critical problems facing farmers on the United States grain belt this year—a year when Government officials have asked farmers for an immense crop of food to win the war and write the peace.

In North Dakota, preliminary estimates show that the state may harvest its greatest all-time crop this fall. Government statisticians reveal the startling fact that between 50,000,000 to 80,000,000 bushels of this grain will be left to rot in the fields unless sufficient storage space is found right in North Dakota.

Throughout the grain belt, local and terminal elevators are plugged with grain, and there's little room left to store this fall's harvest. Yet, more than ever before, this is the year when it is imperative not to waste a single bushel of grain.

Through the Commodity Credit Corporation, many storage bins are being constructed, but it won't meet the demand by any means.

It was natural that many thinking people became worried about the critical situation, but it remained for a radio attorney to expound a plan that was to become radio's answer to the emergency. Attorney Harold Bangert, general counsel for Station WDAY in Fargo, North Dakota, decided there must be hundreds of empty garages and buildings throughout North Dakota which could be adapted for grain storage.

He took the plan to WDAY's war service committee and the result was a statewide "Garages For Grain" campaign conducted through the cooperation of state and county war boards of the Agricultural Adjustment Administration. County boards are registering the buildings and then sending official inspectors to determine whether the buildings are suitable for grain storage. From this sign-up, a reserve pool of storage space is made available for rental by farmers.

"Garages For Grain" was inaugurated in a special statewide broadcast July 7 originated by WDAY and carried by KFYR, Bismarck. These two stations are directing the campaign. A special pick-up was made from the Governor's garage in Bismarck, where Governor John Moses signed up his own garage as "Number One" in the state. The Governor officially endorsed the radio plan and urged all North Dakotans to cooperate fully in the registration.

MIKE CLOWNS

Dave Murphy, WGY (Schenectady, New York) announcer, has satisfied the yen that grips many youngsters; he's performed with the clowns in the sawdust arena. For an interview with the Ringling Brothers clowns in Clown Alley of the dressing tent, he was made up and worked the entire afternoon performance with the clown brigade. For the past two years, Murphy has spent two weeks each summer working out as novice clown with the Ringling funsters. Here's Murphy (right) interviewing Lew Jacobs (left) and Felix Adler.

Milwaukee's Radio City Opens, Old Studios Kept

● WTMJ (Milwaukee) moves to its new "Radio City" Building on Sunday, August 23. The changeover does not mean the abandonment of the older studios: the previous setup will be retained at the Journal Building which has housed the station for many years. An architect's drawing of the new Milwaukee "Radio City" appeared in the May issue of the NBC Transmitter.

JOHNNY OLSON AND MAIL
(Story below)

WTMJ Listeners Join Radio Turntable Whirl

● If the mail piles up much higher, Johnny Olson's Rumpus Room program —a five-times-a-week WTMJ (Milwaukee) feature — will have Wisconsin postmen working overtime. Primarily a record stunt show, the program each Friday highlights a "Sing With the Record" contest that has caught on like wildfire.

Public clamor for spots on the program—in which six persons are chosen to sing with their favorite records—has reached astonishing proportions. The demand for studio tickets has also been tremendous. A recent single day's mail count totaled 2,973 letters and post cards.

KSD's Service Paper

● Fifteen men in the Armed Forces who left jobs in the continuity, engineering and announcing departments of Station KSD (St. Louis) are now receiving copies of a special monthly paper, "Brief Transcribed Interludes," telling the news of their former co-workers at KSD.

Teacher Takes Control

● Louise G. Newton, erstwhile first grade teacher, is South Carolina's first woman radio control operator. After completing a Government-sponsored radio defense training course at the University of South Carolina, she joined the staff of WIS, NBC affiliate in Columbia.

Meet John J. Gillin, Jr., Youthful Radio "Wow"

● Youth might always have its fling, but it never tossed itself into a greater series of successes than those achieved by John J. Gillin, Jr., manager of WOW, Omaha, Nebraska.

Gillin was born in Omaha in 1905 and is a graduate of Creighton University's College of Arts and Law School. In 1926, he was selected to represent Creighton at the Bi-Centennial Celebration of Canonization of St. Aloysious Gonzaga, in Rome. He was elected to the board of directors of the National Association of Broadcasters in 1934 as its youngest member and served as NAB vice-president in 1937. He is now an NAB executive committee member and director representing the Tenth District. In 1940, he received the distinction of being the youngest man ever appointed as chairman of the convention and visitors committee of the Omaha Chamber of Commerce. Three years earlier—in 1937—he received a distinguished service award as "outstanding young citizen" from the Omaha Junior Chamber of Commerce.

JOHN J. GILLIN, JR.

After receiving his arts degree in 1927 he entered radio as Chicago manager of National Radio Advertising, Inc. In 1929, he returned to Omaha as a midwestern representative of Kozak, Inc., of Batavia, New York. He entered law school at the same time and joined WOW as a part-time announcer. Receiving his law degree in 1931, he joined WOW on a full-time basis and was program director and commercial director before being named general manager.

All-Star "Casts"

● NBC's "conductors' hands" promotion, which has been displayed at the country's leading department stores, is back at Radio City for permanent exhibition to guests on guided tours. The plaster casts of noted baton-wielders' hands attracted widespread attention on the recent tour and it was deemed appropriate to make the display available to studio visitors.

NBC NEWS COVERAGE SHOWN TO SHOPPERS

"NBC Reporters to the Nation" is the title of the above window display recently presented by Saks-Fifth Avenue, fashionable New York department store. The promotional window, arranged by Irene Kuhn, NBC program promotion coordinator, is headed for other department store windows in various parts of the U.S.A., starting with Strawbridge and Clothier, Philadelphia, and Thalheimer Brothers, Richmond, Virginia. The display is built about a large scale model of the RCA Building. To the right of the model is a world map with red flasher buttons denoting NBC pickup points. At the left is a silhouette map of the United States with designations of the home towns of the NBC correspondents. Connecting ribbons link the foreign posts of the men through the model of Radio City with their respective home towns. The correspondents' portraits are included in the display. Also, there's a scroll, "Go Ahead, NBC," which commemorates the historic report of Bert Silen and Don Bell on the December 9, 1941, bombing of Manila while Jap planes were still blasting the city.

EDUCATIONAL TRAIL-BLAZER

(*Continued from page 4*)

As public service director of the NBC Central Division, Miss Waller is responsible for all sectional cultural programs —such as operas, talks (except political ones), outside lectures, women's activities and children's programs. As NBC representative at annual meetings and conventions in these particular fields, she is one of the most widely-traveled executives in radio, having visited European broadcasting centers as well as all sizeable cities in the U. S. A.

Her hobbies are books, photography, the theater and good music in that order. She lives with her mother and sister in Evanston, Illinois. Her only idiosyncrasy is that of periodically firing her secretary, Mrs. Grace Neuwerth, who has been with her since 1925, and who consequently never pays any attention to her frequent "dismissals."

KOA Dedicates Flag

● KOA, NBC Denver outlet, dedicated a 15-star service flag on July 11 during a colorful half-hour broadcast. Governor Ralph L. Carr, of Colorado, and Army and Navy officers participated. The studio audience included present and past KOA employees and their families and friends. Color bearers of the Army, Navy, Marines and Coast Guard also took part.

AUNT SUSAN AND PIE
(Story below)

Fan Mail Climbs High As Easy as Pie on WKY

● Thumbing through the archives of The Daily Oklahoman and Oklahoma City Times, as well as the continuity files of Station WKY, Oklahoma City, it would take very little tabulating to determine that Aunt Susan, outstanding home economist in the southwest, has been divulging her cooking and homemaking secrets and facts to the people of the southwest for almost 15 years.

A check-up through Aunt Susan's files would bring forth the following startling facts: over a 14-year period, this popular radio lecturer has written and delivered 11,500,000 words for radio alone. Her newspaper writing has been somewhere around 9,000,000 words. For dialers throughout the southwest, Aunt Susan has delivered some 84,000 various recipes—all of them tested and approved in her own model kitchen. All of these recipes have been duplicated in print. The correspondence ledger proves that 3,800,000 letters have been carried into the WKY kitchen studios over this 14-year period. The letters were from women in all walks of life, asking for information and advice on the fine art of cooking and homemaking.

Experts agree that Aunt Susan's modern kitchen is among the most completely-equipped in the world. It was designed and is maintained by WKY under Aunt Susan's direction.

CONTACT KEEPS OREGONIANS LISTENING, KGW SURVEY BOOKLET SHOWS

● Arden X. Pangborn, managing director of KGW (Portland, Oregon), has supervised preparation of a 24-page brochure, entitled "Contact," telling the story of the station's spring and early summer promotion campaign. The theme of the brochure is "Contact Keeps 'em Listening," and recent audience surveys have borne out the accuracy of the belief.

During this year's KGW campaign, practically every type of advertising media was utilized. Hundreds of inches of paid newspaper space were used for display ads; dozens of radio promotion spots were broadcast daily; 500 car cards were printed; scores of outdoor billboards, strategically located throughout the city, were rented; personal appearances were made by the KGW artist staff before every major service and community club and every high school in and around Portland; a group of weekly Sunday evening "Radio Parties" staged over a three-month period became so popular that larger auditoriums became necessary three different times.

Newspaper space for genuine news stories was abundant and included a two-page feature story in the Sunday supplement of The Oregonian on the occasion of KGW's twentieth anniversary.

KGW advertisers were quick to realize the value of such a promotion and cooperated willingly with package stuffers, window displays and samples for the audiences at the several "Radio Parties." Thousands of invitations were printed by the stations for the "Parties" and presented to audiences at every personal appearance made by the staff. Newspaper delivery trucks carried the KGW message throughout the Oregon country with signs on the sides and backs of the trucks.

ARDEN X. PANGBORN

Portland theaters cooperated with movie-trailers, and in one a broadcasting booth was installed and is still the scene of three KGW newscasts daily.

The brochure has pictures of the various forms the campaign took.

MERRY MACS MAKE MERRY

The popular NBC swing quartet seems quite pleased with the time-saving message board at the artists' entrance of Hollywood's Radio City. At a glance, in their rush to and from rehearsals and programs, the entertainers can see who has called them. Joe, Ted and Judd McMichael are shown left to right; the charming girl member of the quartet is Mary Lou Cook.

Scholarship Announced For NBC Radio Course

● One of the 100 students in the NBC-Northwestern University Summer Radio Institute is getting his instruction free of charge, but he doesn't know it.

Harry C. Kopf, vice-president and general manager of the NBC central division, has announced that the network will award a full scholarship to the student who in the opinion of the faculty has done the most outstanding work.

At the same time, Mr. Kopf reported that the Institute—representing the first effort on the part of a network to give instruction in radio acting, announcing, production, writing and public service administration—is achieving its objective of helping to meet an impending shortage of trained personnel during war time.

Not only faculty members and NBC executives but the students themselves are enthusiastic about the Institute. One class member declared that in two weeks he had picked up as much knowledge as in a year of previous radio instruction. A college instructor enrolled in the course termed it "a milestone in radio education." Another student praised the course because of the "inside slant" on broadcasting available to the Institute's classes.

"A BUS FOR US"

This smiling trio of NBC western division executives decided it was better for themselves and their tires if they traveled to Hollywood's Radio City via bus. Photo shows (top to bottom) Paul Gale, traffic manager; Jennings Pierce, station relations manager, and Henry Maas, sales traffic manager.

SCORE OF YEARS FOR HIGH-SCORING WEAF

NBC's New York key station celebrates its twentieth anniversary with a special program on Sunday, August 16. Photo shows Sherman Gregory, WEAF manager, awarding war stamp prizes to NBC employees who submitted the best ideas for incorporation in the anniversary program. Left to right: Alton Kastner, of the press department; Rivera Iugle, of the information division; W. G. Martin, manager of guest relations: Sherman Gregory; R. Gordon Webber, of radio recording, and George M. Nelson, supervisor of mail and messenger service. Sixth winner (not shown here) was William E. Webb, manager of institutional promotion.

ARMY HOUR'S MISSION

(*Continued from page 3*)

commanders. Local NBC people, however, often provide useful assistance.

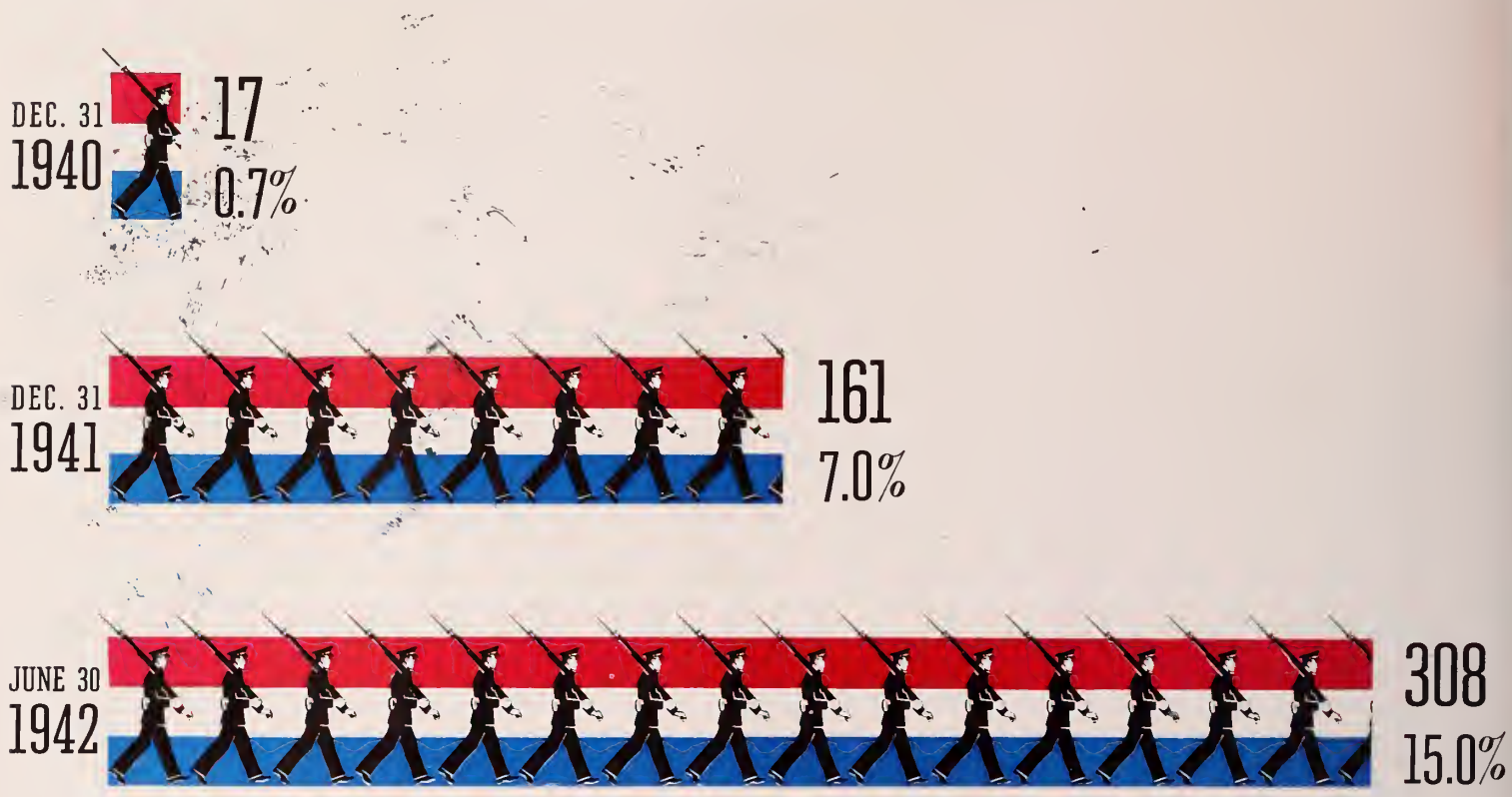
"Plainly there are right and wrong ways to get broadcasting cooperation in the Army. Generals sometimes have brainstorms that must be discouraged. This requires tact. Again the time is short, the details many, there is no allowance for the kind of guy who would go sightseeing or spiral into tailspins of awe. Knowledgeable gents are much needed. Wyllis Cooper himself has the advantage of being a former commissioned officer of the last war. * * *

"Real people are used most of the time. These range from field marshals to privates. An occasional woman, as for example an English ferry pilot or the head WAAC, are included. There are some professional actors at the Radio City studios where the production is tied together before a studio audience. The actors are used as impersonal voices, never as characters or persons. Lt. Col. Warren J. Clear with his hardbitten account of the Bataan heartbreak and his epigram 'there are no atheists in foxholes' was one of the memorable eyewitnesses of the series. * * *

"Jack Joy of the War Department comes to Manhattan every Saturday to rehearse and conduct the NBC orchestra. One of his accomplishments was transcribing at a piano in Washington as a member of the Chinese embassy hummed to him the melody of the 'March of the Ninth Route Army.' Joy built up an orchestration for this. Meantime the Chinese gentleman went to New York and painstakingly taught the NBC choir the Chinese words. By these great labors 'The Army Hour' has a thrilling martial piece from a great, little-known ally. * * *

"Timing a program that is stitched together by cable, transatlantic phone, teletype and intuition calls for a rubber cushion that inflates or deflates with a wag of a forefinger. * * * "

NBC EMPLOYEES IN MILITARY SERVICE *



*ONE OUT OF FIVE MALE EMPLOYEES IN SERVICE AS OF JUNE 30, 1942

Afternoon "Tee" No Novelty to Garroway

● Back in 1928, a gangling 15-year-old lad named Dave Garroway, set the golfing world on its collective ear when he won his two first-round matches in the United States Amateur Tournament, qualifying as one of the eight best simonpures in the country. Today this same Dave Garroway, now an NBC sportscaster, ranks as one of the outstanding golf experts on the air.

Still, he probably would have been lost to radio if his first attempt to make a living hadn't failed with such a thud. Dave wrote a book on pronunciation called "You Don't Say!" and spent two years trying to peddle it to schools before giving up the writing business for good.

He went to New York, where he got a job as an NBC page, thus making another of that group who was to reach fame via radio. After six weeks he was made a guide and two months later became a guide trainer. Then he enrolled in NBC's New York announcing class, where he studied for seven months.

Garroway proved himself such a good pupil that when a vacancy occurred at KDKA (Pittsburgh) in 1938, he was recommended for the job and joined the staff seven minutes after his audition.

Dave Garroway (center) at a golf meet. He is shown with Lawson Little (left) interviewing Ed Dudley.

When the amateur tournament was held in Pittsburgh in 1939, Dave started on the road to becoming broadcasting's golf expert. His outstanding work in describing the meet brought him to the attention of NBC officials and he joined the network's Chicago announcing staff in 1940.

He gained national fame for the first time last year when he handled play-by-play broadcasts of the Tam o'Shanter Open in Chicago and this year moved into a top-ranking spot as a golf expert.

Dave was born July 13, 1913, in Schenectady, New York. When he was still in rompers, Dave's family moved to St. Louis where he grew up and graduated from Washington University. He was captain of the University's golf team in 1933.

Young Garroway began playing golf when he was 12 years old, taking lessons from his dad, who is still one of the better amateurs in the Middle West. He soon became golfdom's child prodigy. In addition to his showing in the U. S. Amateur, Dave won the Missouri state championships in 1928 and 1930 and barely missed winning the Western Pennsylvania Amateur in 1940 after eliminating the state champion. He then dropped out of tournament play until this year when he competed in the amateur division of the Tam o'Shanter Open, doubling at the mike.

NBC TRANSMITTER

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

MEXICAN RADIO EXECUTIVE VISITS NBC

Emilio Azcarraga, head of Mexico's vast network affiliated with NBC's Pan American Network, recently visited Radio City, where he was greeted by NBC executives. Left to right: John F. Royal, vice-president in charge of international relations; Senor Azcarraga; Niles Trammell, president, and Frank E. Mullen, executive vice-president and general manager. Senor Azcarraga's network, led by XEW, Mexico City, consists of 43 stations.

SEPTEMBER 1942

IN THIS ISSUE:

NEW 10% DISCOUNT PLAN • MAN WITH HOE AND MIKE

NBC TRANSMITTER
VOL. 8 SEPTEMBER 1942 NO. 5

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

SYMPHONY FOR MILLIONS

● In 1937, music-lovers received the welcome news that a new major symphonic organization—the NBC Symphony Orchestra — was to be launched. This, in itself, was news of no little importance, but the announcement coupling Arturo Toscanini as its conductor resulted in immense satisfaction everywhere. Of course, there were a few skeptics who declared that a fully-seasoned symphonic unit could not be put together overnight, not even under the talented baton of a Toscanini.

But the skeptics did not reckon with the genius of the famed maestro. From the beginning, the NBC Symphony Orchestra took its place with the world's foremost symphonic organizations. Its accomplishments are history now. So great has been the demand of radio audiences for the opportunity of listening to this fine orchestra, that few NBC affiliates fail to broadcast this great musical event. In no small measure, the NBC Symphony Orchestra has raised the musical appreciation of the people of this country. Last year, when Toscanini decided to take a sabbatical leave of broadcasting, Leopold Stokowski was named to the conducting spot, and the orchestra maintained its top-notch radio and musical stature under Stokowski's sterling leadership. But even a sabbatical year did not keep Toscanini removed from contact with the orchestra. He agreed to conduct a series of special United States Treasury concerts as well as the auspicious Shostakovich Seventh Symphony.

NBC has "frozen" the 5 to 6 p.m., EWT, Sunday spot for the winter series which commences November 1. And Toscanini will wield the baton for this first concert. Radio listeners look forward to these great musical events, for such they are.

RETURN TO GOLDEN GATE

John W. Elwood Again a Dominant Figure in West Coast Radio

● New top man at San Francisco Radio City is genial John W. Elwood, since May 1, 1942, general manager of KPO and NBC operations in the Golden Gate City.

To Elwood, a pioneer in world communications and first secretary of the Radio Corporation of America, the San Francisco post was a homecoming to a city in which he spent the years from 1923 to 1927 as an executive working to develop communications with the Far East. His oldest child, Virginia, now 18, was born in San Francisco.

During the year preceding his return to San Francisco, Elwood served as manager of NBC's International Division, with headquarters in New York City. Before that, he was program manager and a vice-president of NBC. Many of NBC's important public service policies were formulated under his direction. "The Catholic Hour" (still on NBC) and "America's Town Meeting of the Air" (now on the Blue Network) were among programs founded on his policies.

JOHN W. ELWOOD

A key man in broadcasting from its infancy, Elwood, as an associate of Owen D. Young, helped to create RCA—parent company of NBC and world pioneer in linking continents by radio.

Elwood's background served as ideal preparation for the important San Francisco managerial post at a crucial time when this strategically located western city assumed unprecedented importance as a wartime pick-up point.

Elwood's aggressive direction of KPO-NBC policies is reflected in the rising tide of important programs and public service features originating in the San Francisco NBC studios, and in the station's identification with every major community undertaking.

As chairman of the Radio Division for the San Francisco War Chest, director of the "Win-the-War Committee," and a prominent member of the San Francisco Advertising Club, Elwood is recognized as a dominant figure in the Golden Gate City's civic affairs.

Under his guiding hand, and employing the unexcelled facilities of one of the world's finest broadcasting plants, San Francisco's Radio City is fast assuming a position of leadership in west coast radio.

WFAA Bases Series on Civilian Defense Aims

● Actual procedures and activities of each of the civilian defense groups of Texas are being dramatized in a series of weekly programs entitled "Texans On the Alert." The broadcasts originate at WFAA, Dallas, and are carried by additional Texas NBC affiliates.

Each script contains an episode dealing with the work being done in one particular group for the protection of life and property. Aircraft warning services and systems, warden duties, fire-fighting methods, medical and health services, Texas Defense Guard work, and many other phases of the all-out war efforts are covered by the broadcasts.

This series is of great interest to the citizens of the Lone Star State, where more than 500,000 persons are in some way connected with the various defense activities. The programs have received the full endorsement and sanction of Governor Coke Stevenson, Chairman of the National Defense Committee for Texas.

NEW 10% DISCOUNT PLAN A NATURAL EVOLUTION OF NBC SERVICE POLICY

By William S. Hedges

Vice-President in Charge of Stations Departments

● Throughout the history of the National Broadcasting Company a steady and consistent effort has been made to encourage the use of more extensive networks by its advertisers. The most recent move along this line has been the new special discount made available to advertisers using networks of not less than 125 stations.

While the new discount structure is apparently accomplishing more tangible direct results than any previous policy looking toward the use of a maximum number of stations by advertisers, it is in line with sales policies which have preceded it and which have had the same objective in view.

At the time NBC took over the old WEAF network from the American Telephone and Telegraph Company almost 16 years ago, an advertiser could buy time in the peak of evening listening with only a handful of stations for his network. By 1933 the minimum purchase which an advertiser could make included the entire basic network. True, there were "splits" sold but each split network user was required to step aside for an advertiser willing to purchase the entire basic network.

In 1936 the average nighttime network consisted of 42 stations and the average daytime network consisted of 28 stations. By 1939 the average nighttime advertiser's network had increased to 59 stations and the average daytime advertiser's network had increased to 33 stations. In 1941, the further advance to 76 stations had been made by nighttime users and 49 stations by daytime advertisers.

This progress was achieved as a result of many factors, including the aggressive promotional campaigns of network affiliates in which some very effective selling of individual markets has been made. Paced with this campaign of station promotion, which was by no means coordinated, were the constantly advancing requirements which NBC enforced. There was first the requirement of full basic network purchase. Now, a 50-station unit is the minimum — day or night — which an advertiser may buy to hold time against others.

Ever since the early part of last winter, study has been given to ways and means of bringing a greater number of programs to the entire network. As a result, the new 10 per cent discount plan for all advertisers using a minimum of 125 stations was announced this summer. As had been anticipated, many orders were placed for the 125-station network. It was a practical certainty that 13 of the NBC clients would take advantage of the plan because the expanded network could be secured either at a saving to the advertiser or at such a small increase in cost that none of them could afford to pass up the opportunity for expanded coverage.

If only those advertisers had taken the plan, NBC would have been "holding the bag" not only for decreased billing but for increased station compensation. NBC's only economic salvation lay in the possibility that enough 50 and 60 station advertisers would expand to the 125-station networks to enable NBC to balance its books.

Whether or not such a result could be immediately accomplished, officials of NBC determined to carry out the project, because from a long-range point of view there would be beneficial results for NBC's advertisers, an improved program service nationally to radio listeners, and not only more dollars to the stations, but equally

WILLIAM S. HEDGES

Regarding the Author:

● *William S. Hedges, born in Elmwood, Illinois, spent his boyhood in Colorado, working on his father's fruit ranch and attending school. Before entering the University of Chicago in 1914, he served as foreman in a Chicago car line shop. He left school in his junior year to enter the Army Air Force and had extensive experience in reporting, editing and publishing. The radio department of The Chicago Daily News was launched by Hedges in March, 1922. The following month he assisted in establishing the newspaper's station, which later became WMAQ. When NBC acquired WMAQ, Mr. Hedges was retained as manager and later handled consolidated Chicago NBC sales for WMAQ and WENR. He has since served NBC in various executive assignments culminating in his appointment to head the Stations Departments in May, 1939.*

—if not more important—a better program structure. Therefore, if NBC's affiliates, its advertisers and the radio audience benefit, it is inevitable that NBC will benefit eventually if not immediately.

The adoption of the complete network discount plan will have little immediate effect upon those affiliates who are located in the 50 most important markets in the country, because most of them are already getting the programs which are now being extended into the secondary markets. However, they too, will benefit in much the same fashion as NBC as a whole benefits. Leading advertisers with the high-rated programs will be more inclined to place an increasingly high valuation upon their "time franchise" and accordingly a greater stability will be brought to the industry.

The stations in the marginal markets should find the plan a boon second only to network affiliation. Their stations will carry more of the top-flight programs; they will, in consequence, hold their audiences so that their available time for sale to national-spot and local accounts will be just that much more productive in results secured by their advertisers.

Of course, NBC had no monopoly on planning ways and means of expanding network service to its affiliates and in offering inducements to its clients. Other networks had similar ideas. However, NBC's new discount plan, while meeting competition in a most satisfactory way, nevertheless would have come into being

(*Continued on page 16*)

TURN TO THE WRIGHT

America Discovered Columbus (Ohio) Actor Had Plenty to Offer Radio

● Wynn Wright, NBC's new eastern division production manager, almost became a lawyer. But a bit of little theatre work during his attendance at the Detroit College of Law, soon convinced him that he was more interested in scripts and scenes than writs and liens. Wright has spent as many years in the theatre as he has in radio and his love for both fields is great: actually, his greatest success has been achieved out of welding the experience he has had in those two major phases of entertainment.

Born in Columbus, Ohio, in 1897, Wright grew up in the midwest and was educated in Detroit. The stage beckoned at an early age and he served with such well-known stock companies as the Jessie Bonstelle and Sam Hume units and gained a foothold in acting that was to become a springboard to his radio executive career.

Even when he joined the Navy in 1918, his theatrical endeavors were not neglected. While in the service he was made assistant director of the Newport (Rhode Island) Community Playhouse where he staged shows for audiences consisting chiefly of service men. He was offered the choice of taking an officer's training course, but the Armistice was soon signed and Wright gave up the career of a tar for that of a star.

He got an acting assignment with Malcolm Fassett in Albany, New York, and that's the closest he ever came to a Broadway performance. Not that New York didn't like the talents of young Wright. Rather, he followed impulses in preference to instincts, and even turned down a Broadway managerial job to stick to an actual acting assignment with a road company.

Like most actors, he's had his ups and downs. And it was during one of these "downs" that he found himself en route to a Bear Mountain boy scout reservation where his brother was camp director. Two boy scouts volunteered to row him across a lake to the camp site and Wright offered them his last two dimes; but the scouts refused them, saying they wanted to count the courtesy as their good turns for the day. At this point in the narrative, it would seem natural to report that Wynn directed camp dramatics. But, no! Of all places, he wound up in charge of the camp commissary. And yet, can anyone think of a better spot for a hungry actor?

Wynn Wright bears a striking resemblance to Abraham Lincoln. Yet, in all his years of acting, he portrayed the Great Emancipator just once—in a commercial motion picture.

Tanned and exhilarated from the outdoor life, Wright was soon back in New York making the rounds of the talent exchanges. He stumbled across two red-hot leads. A producer needed an assistant stage manager for a Broadway revival and a stock company wanted a "heavy" for a series of one-night stands. He landed both jobs at the same time and chose the latter even though the first producer was willing to make him full stage manager rather than assistant.

So off he went on a six-month tour of "The Thirteenth Chair." His portrayal of the villain almost cost him his life twice during this half-year, though. In one town, when he was backstage getting off his make-up, three armed men entered his dressing room. One clamped handcuffs on him and said "You're under arrest." It turned out that they were detectives—considerably alcoholized—and they felt that justice should be served for the stage villain's misdeeds. In restrospect, the incident might have its humor, but during the few moments in which they flourished guns and threatened Wright, the affair was plenty serious. But the young actor got his chance to make a bolt through the doorway and took it.

His second narrow escape came on stage in full view of the audience. In one melodramatic sequence a knife was to fall from the ceiling and imbed itself in the table in front of the villain. Time came for the knife to fall and it just wasn't there. Like a good trouper, Wright carried on by ad-libbing. Still the knife failed to fall. So Wright carried on with action of the play by leaning over the table resting his head on his folded arms. What he didn't know was that a prop man was still tugging at a rope to loosen the knife and make it fall. There was a sudden cry of warning from the wings, Wright backed up in the nick of time and the blade fell with a swish and twang, half burying itself in the softwood table he was just leaning on. And they call stage melodrama make-believe!

Needless to say, the knife episode put him on edge for a while. So back he hied to Detroit in 1920 to operate his own little theatre group and, two years later, he was named drama director at the University of Detroit. In 1924, he opened the Detroit Repertory Theater and, in 1930, joined WWJ, Detroit, as drama director.

It was a long and interesting road he followed to his entrance into radio, but all his stage experience of the past was to be invaluable in his executive broadcasting posts. He directed, acted and developed sound effects procedures for WWJ and, in 1934, joined NBC's central division as a production director. His early NBC directorial chores included "Miniature Theatre," "Vic and Sade," and "Frank Buck's Adventures." WWJ again bid for his services and he rejoined the Detroit station as program and production manager. He set out to rebuild the whole WWJ program department and the staff grew from just himself to three production directors, three writers and a large sound effects unit.

The Motor City's radio dramatic offerings were accelerated by Wright's return. He presented many innovations and even

(Continued on page 13)

A SHIP OPERATOR IN 1916, R. F. GUY LOOKS BACK ON 26 RADIO YEARS

● His full name is Raymond Frederick Guy. But folks who know of his radio activities throughout the past 26 years would aptly believe that his initials stand for "Radio Frequency" Guy and "Radio Facilities" Guy.

Since 1929, Ray Guy has been radio facilities engineer for NBC. However, he's spent most of his radio career in the service of the Radio Corporation of America and various subsidiaries—his start actually dating back to the old Marconi Company — predecessor of the RCA we know today. Of course, like other prominent men in the industry, Ray took time out in World War I to serve Uncle Sam in the Army Signal Corps. But, aside from this wartime leave and his pioneer days at old WJZ, he has been in the RCA family almost continuously and has made a widespread reputation for himself in technical achievements as well as in length of service.

RAYMOND F. GUY

His present title of radio facilities engineer covers a lot of ground—and so does the job that goes with it. Ray's executive assignment covers the construction and maintenance of all NBC radio facilities—standard broadcasting, international short wave, frequency modulation, and television.

Born at the turn of the century, Ray is now 43. When just 12 years old, he operated his own amateur station. Radio "hams" throughout the nation—and many in foreign lands—know Ray by his call letters through his long amateur station career — W2AK, 2ANC, 2WO and even plain RG, the latter being his station identity before the days of official licenses.

Starting his commercial career as radio officer on the S.S. Sabine for the Marconi Company in 1916, Ray served on a total of seven ships before entering the Army in 1918. After a year overseas, he entered Pratt Institute and received his electrical engineering diploma in 1921. That same year, after a short period as inspector for the Shipowners' Radio Service and the Independent Wireless Telegraph Company, Ray joined the small group of Westinghouse men that built and operated the original WJZ in Newark, New Jersey.

It was not an unusual occurrence in those early broadcasting days for Ray to man both the transmitter and the studios at the same time. The first night on duty he put New Jersey's Governor Edwards on the air, serving as announcer, and then dashed across the building and up four flights of stairs to tend the transmitter.

After three years of supervisory activities at WJZ, Ray joined the RCA Research Department, heading the broadcast engineering section. In 1929, he joined NBC as radio facilities engineer, accepting the offer of NBC chief engineer O. B. Hanson, whom Ray met in those early WJZ days when Hanson was the one-man staff of WAAM, a contemporary Newark station.

And for 13 years Ray has continued in the important NBC radio facilities post. He serves on various Government committees and recently completed an 18,000-mile trip for Uncle Sam.

Ray holds fellowships in the Institute of Radio Engineers and the Radio Club of America and has been a prominent member of various technical committees of leading engineering societies. He is a licensed professional engineer in both New York and New Jersey.

He is frequently called upon to contribute articles and papers to technical journals and has an ever-present sense of humor that is apt to express itself in his writings—even on engineering topics.

Here's young Ray Guy in the control room of "original" WJZ in Newark, New Jersey. Besides serving as one-third of the technical staff of the transmitter, Ray and his fellow workers were given multiple assignments, including announcing.

GIRL AT THE SWITCH

WTAR (Norfolk, Virginia) now has a girl control operator. Loss of male personnel to the Armed Forces has caused several stations to seek trained women for the technical jobs. Mrs. C. E. Anthony, shown above in WTAR's new control room, is not a novice at radio, either. She previously served with a North Carolina station.

A Transmitter Bio:

PATRIOTIC ACTIVITIES HIGHLIGHT AIR CAREER

HARRY L. STONE

● A Southern gentleman of the old school. Harry Leith Stone, general manager of WSM (Nashville, Tennessee) and chairman of the NBC Stations Planning and Advisory Board, is a native of Jacksonville, Florida.

Born in 1898, he moved to Nashville, where he received the rudiments of the three R's in local schools as a prelude to his achievements in a fourth R—radio.

During spare hours of his high school and Vanderbilt University days, Harry worked in his father's machine shop and, when World War I came along, he took his technical experience to the Army Ordnance Department and the Aberdeen Proving Ground. After the war, young Stone entered the engineering side of the railroad industry.

Stone began his radio career some 18 years ago as Nashville's first announcer over the first radio station there—WCBQ. In those days, as he puts it, an announcer meant everything; in fact, the floor owed its cleanliness many times to the announcer on duty. And "on duty" meant toiling from sign-on to sign-off.

Fifteen years ago he joined WSM, where his pleasant smile and his aptitude for making friends won him a place on the national radio scene. Twelve years ago he became manager of WSM.

Stone is a member of the Lions Club, the local Advertising Club, the American Legion, county radio chairman of the American Red Cross, committee member of the Davidson County Community Chest and radio head of the Committee for Civilian Defense.

He turns to fishing, hunting and boating for relaxation. His boat, an auxiliary sloop, is often seen on the Cumberland River near Nashville, and Harry spends many enjoyable hours with his friends on the Myalibi. He recently used his boat in the Government's scrap rubber drive and collected a good-sized supply of old tires along the banks of the Cumberland.

His hobbies have to a degree been neglected for another of his patriotic ventures—"The Camel Caravan." Harry was from the start a contributing factor in this traveling show for our Armed Forces. A little over twelve months ago, he and Richard Marvin, of William Esty & Co., Inc., huddled over the idea. Today the Caravan has traveled more than 65,000 miles and has played in 26 States, Panama, Guatemala, and the Canal Zone. On its First Anniversary, the Caravan was awarded a medal for its year on the road, and, like many other of his ventures, Harry Stone saw the fruit of his labors rewarded.

Incidentally, the troupe is still going strong and Harry really beams when he talks of plans for an even bigger and better show for our soldiers and sailors at home and abroad.

Novelty Soldier Contest Series Started in Texas

● "What's Your Name, Soldier" is a brand new radio variety show produced over WOAI (San Antonio, Texas) by and chiefly for soldiers of the 8th Service Command.

Soldier audiences are invited to the studios of WOAI for each broadcast on which their own orchestras play Army song selections. The lads in khaki send in their favorite song titles and reasons why they like the compositions. The selections judged best by the 8th Service Command War Bond Office are then played. The soldiers suggesting selections played on the program are given two dollars each in War Savings Stamps and a chance to win ten dollars more.

Soldiers with the same last name as the lucky entrants or song identifiers also share in prize awards. Approximately $100 worth of War Savings Stamps is given away each week. Every soldier within the 8th Service Command is eligible to take part in the show.

Lee Segall contributed the new program idea to the War Bond Office. The series is proving a hit with listeners as well as participating soldiers.

WSM's general manager has earned quite a reputation as a radio executive who gets things done. In this photo, Stone is shown aboard the Myalibi collecting scrap rubber along the banks of the Cumberland River.

Tuition in Nutrition Offered St. Louisans

● An educational series, "Nutrition and Your Health," on Station KSD (St. Louis), boasts of one of the largest "student bodies" for that type of program. That's because 100 Red Cross nutrition classes being conducted in the St. Louis area listen regularly and the students offer program ideas. And even this group is supplemented by interested dieticians and nutritionists from neighboring localities.

Each Thursday for two months, "Let's Talk It Over," the regular KSD women's feature, has brought Mrs. Eugenia Shrader, director of the nutrition division of the St. Louis Red Cross, to the microphone to discuss America's aim of keeping healthy, under the title "Nutrition and Your Health." Scheduled with an eye to the housewives' week-end shopping, the program is carried out informally, and features ideas contributed by students, nutritionists and dieticians of Missouri and Illinois.

Although informal, this "first-of-its-kind" program in the St. Louis area follows the general outline of the standard Red Cross nutrition course, and inquiries are answered on the air or by mail. Spot announcements over KSD heralded the program during its first weeks on the air. The Red Cross has aided by running notices in the St. Louis chapter paper and in the Missouri dieticians' journal.

MRS. W. J. DALEY HEARS SON'S VOICE
(Story below)

RAF Hero Heard Back Home Via BBC Recording

● In a routine check-up on the chances of getting an interview with Flight Lieutenant Jimmie Daley, 22-year-old Amarillo, Texas, member of the RAF Eagle Squadron, KGNC, of his home town, learned from BBC that Jimmie was to be decorated with the British Distinguished Flying Cross.

KGNC immediately requested a transcription of the actual presentation from BBC, but was advised that they could only do the next best thing—which was to transcribe an interview with him after the award had been made. This was done and the interview was played over KGNC, after which the record was officially presented to his mother, Mrs. W. J. Daley.

Daley disclosed in his interview that he had been over occupied territory and Germany 72 times since joining the RAF.

WSB Offers Brush-Up Engineering Studies

● Members of the engineering staff of WSB, Atlanta, are now spending four hours a week studying a "refresher" course in electrical and radio engineering.

The idea behind the course is to supplement and refresh the knowledge of individual engineers, both to aid in station operation and to help prepare them for possible service in the Armed Forces.

The course, which opened with a study of fundamental mathematics, has progressed to fundamentals of electricity. The class will take up the theory and practice of broadcast engineering at an early date, including a detailed study of transmission, reception, propagation of radio waves, acoustics, and studio-audio equipment.

Class hours are staggered and individual working shifts so arranged that every member of the engineering department can follow the study. Make-up sessions, homework, and written examinations are included in the class set-up. Classes will require about eighteen months to complete.

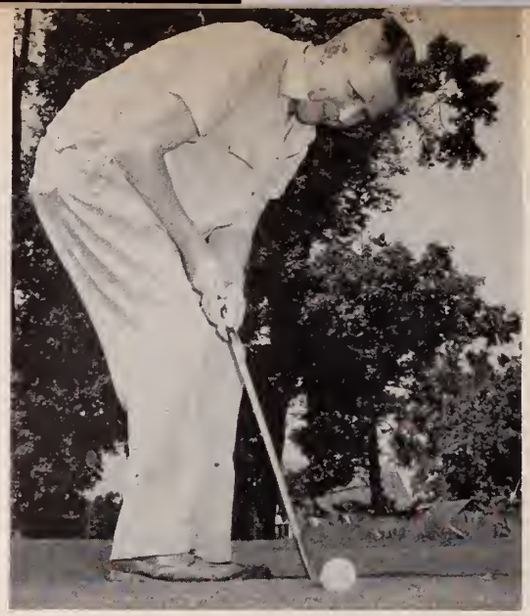
Takes Air Force Post

● The NBC eastern division production staff tendered a luncheon to Idella Grindlay, department office manager, on August 14, when she left to become administrative assistant in the radio branch of the Army Air Forces in Washington.

50-FOOT BILLBOARDS FOCUS EYES (AND EARS) ON NBC STARS

Twelve giant billboards—each bearing a caricature of a different outstanding NBC artist—are being used by Station WBZ (Boston) at heavy traffic points and terminals around the Massachusetts capital. The billboards are aimed to direct attention to the NBC stellar shows now heard over WBZ. These 12-foot by 50-foot layouts feature NBC artists having highest Crossley and Hooper ratings. The promotion is part of WBZ's extensive campaign calling attention to the Westinghouse station's recent affiliation with NBC. Other forms of promotion include feature radio programs, spot announcements and trade paper and newspaper copy.

Frank E. Mullen, NBC executive vice-president and general manager, receives prize at the NBC press golf tournament. Variety's Ben Bodec (right) also won.



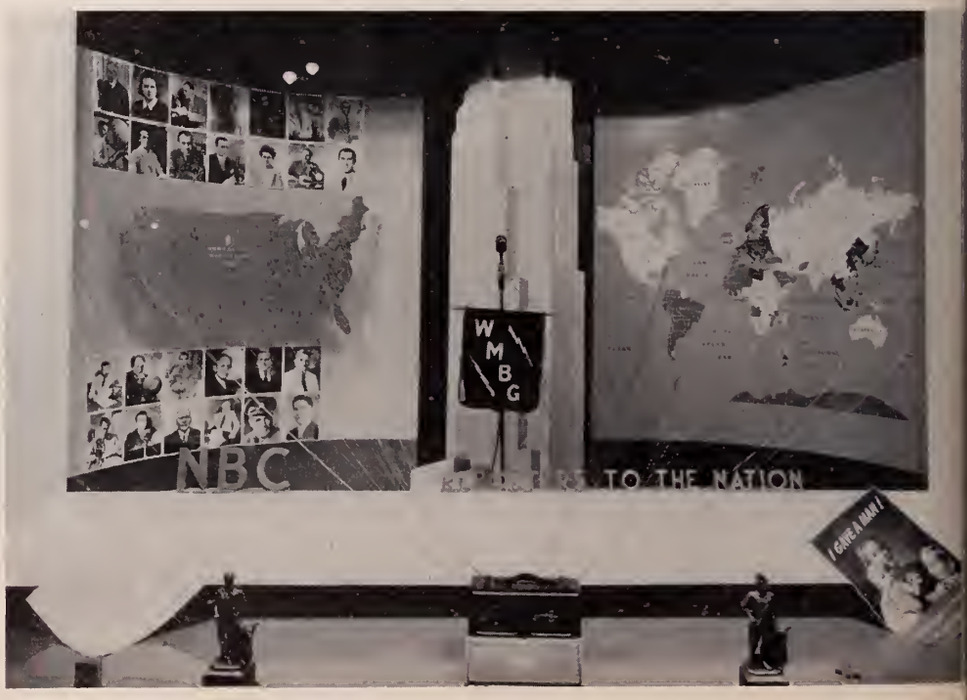
Bill Ray, NBC Chicago press head, keeps his eye on the ball. And observers, considering present rubber priorities, believed that he had the right idea.

Resplendent in brilliant colors, NBC stations departments at R Chinese influence. The room was of Scarsdale, N. Y. Walls are of

WTMA, Charleston, South Carolina, has leased a large section of a local historic landmark for studios and offices. The old Dock Street Theater, shown above, will be modernized within to house broadcasting and administrative facilities.

Here's the famous old auditorium of Charleston's Dock Street Theater which will be used for special broadcasts by WTMA, the building's new tenant. Care will be taken to avoid harming the beauty of the old decorations.

Donna Reed, movie starlet and former Denison, Iowa, farm girl, returns to her home state where she is interviewed by Herb Plambeck, WHO, Des Moines, farm news editor.



This eye-catching department store window display of NBC newscasters was set up in Thalhimer's, Richmond, Virginia. NBC affiliate WMBG of that city reports that the "stopper" display received "plenty of attention." The window, previously seen at Saks Fifth Avenue, New York, will be shown in more cities.

signed reception room of the boasts of modern lines with a by Mrs. Daryl Marsh Acheson, ut hue.

Radio Daily's Jack Alicoate (seated) hears golf tallies. C. L. Menser, NBC vice-president in charge of programs, is shown at the extreme right.

At the golf meet: Albert E. Dale, director, NBC department of information; Joseph V. Connolly and Sydney Eiges, assistant NBC press manager.

/TMJ, Milwaukee, Wisconsin, moved into its own "Radio ity" last month. Photo above shows the observation lounge esigned in the manner of a large living room. Curtains at ie right hide the window looking into the auditorium.

The auditorium studio of WTMJ's new building seats 379 persons. Twelve official dedication programs took place on the stage of this huge chamber. Milwaukeeans showed great civic pride in the new radio structure.

arry Kopf (left), NBC vice-president in charge of the central division, con- atulates Ann Keith, winner of a scholarship at the NBC-Northwestern Univer- y Summer Radio Institute. Judith Waller, public service director of NBC's ntral division, and Albert Crews, Institute director, are at right.

A gigantic cake. with each candle representing a new NBC network program soon to be featured by WFEA, Manchester. New Hampshire, is served by station manager David Shurtleff.

WIOD Teaches Miami Commerce Chamber How to Get Summertime Ballyhoo

● To help solve the problem of convincing advertisers and agency men that Miami, Florida, is no "deserted village" in the summertime, Station WIOD, of that city, went to the Chamber of Commerce for help.

Were there any recent pictures of summertime crowds in the shopping districts? Was there a file on summer bathing crowds at the beach? How about a good night club crowd scene taken in the summertime? Or a crowded drug store? A parking lot?

The Chamber of Commerce was sorry—but no one had ever thought of taking pictures for publicity purposes in the summer; that formula was only for winter promotion.

So, WIOD's promotion manager, Frank Jaffe, hired a photographer, and spent three weeks taking pictures of crowds—in clubs, restaurants, stores, shopping centers and beaches. They also took pictures of industrial workers on war contracts. The Army and Navy supplied pictures of their official activities.

The result is a 20-page brochure telling the story, in picture form, of Miami's greatest summer business in all history. It is now in the hands of hundreds of advertisers and agency men all over the United States.

But the greatest satisfaction at WIOD came when the Miami Chamber of Commerce, after looking over a sample copy, ordered 600 copies for itself to send to travel agents throughout the nation.

TROOPER TO TROUPER

Ford Rush receiving a medal from Major Christian J. Randall at Camp Niantic, Connecticut, in appreciation of the WSM (Nashville, Tennessee) "Grand Ole Opry" unit of the "Camel Caravan" which in the past year has traveled 65,000 miles and played to our Armed Forces in 26 States, Guatemala and the Canal Zone.

WAACS DRAWING ON BROADCAST RANKS FOR RECRUITS; RECEPTIONIST, SCRIPT EXPERT AND RADIO EDITOR JOIN

● Jeanne Carter, petite blonde receptionist of KOA, Denver, is the first woman employee of the NBC Rocky Mountain station to enter the Armed Forces. She took the oath of allegiance in the Women's Army Auxiliary Corps (WAAC) in Denver on August 11, when she was sworn in as a specialist.

JEANNE CARTER

Miss Carter remains with KOA until she is called to active duty, probably some time in October, at which time she'll report in Des Moines, Iowa, for preliminary training of four weeks.

Jeanne is 24 years of age, and five feet, five inches tall. Her normal weight of 99 barred her by one pound from qualifying for the WAACS. But a change in diet pushed the scales up to 104.

A native of Denver, she is the daughter of Mr. and Mrs. James H. Carter.

● One of the first few women to leave the ranks of radio for the WAACS is Ruth Mary Morton, continuity editor of WBOW, Terre Haute, Indiana, for the past five years.

Miss Morton, who is 28, is a graduate of Butler University, Indianapolis, and is a member of the Kappa Kappa Sorority. She was born in Terre Haute and attended Indiana State Teachers College. She left WBOW for a brief period to accept the position of radio director of Lazarus Department Store, Columbus, Ohio, so that she might gain wider experience in the advertising field, and was at one time connected with Block's Department Store, Indianapolis.

RUTH MARY MORTON

Since reporting for active duty at Fort Des Moines, Iowa, Miss Morton filled many requests for press photos.

● Winifred McAllister, radio editor of The Youngstown (Ohio) Vindicator, has given up writing about radio people and programs to become a member of the Women's Auxiliary Army Corps. She is now in officers' training school at Fort Des Moines, Iowa, and writes glowing letters back to The Vindicator editorial office about Army life.

WINIFRED McALLISTER

Miss McAllister's enlistment in the officers' candidate school was the second in Youngstown. She is a graduate of the University of Michigan, and also took graduate work at the University of Pittsburgh and Youngstown college. She is the daughter of Dr. F. B. McAllister, pastor of the Ninth Street Baptist church in Cincinnati. She had served as radio editor of The Vindicator for a year and a half before being sworn into the WAACS.

Fall Promotion Plan Uses Star Previews

● NBC's huge "Fall Parade of Stars" promotional campaign will be in effect in all parts of the U. S. A. by the time this issue of The Transmitter is distributed. Station response to the announcement has been exceptionally enthusiastic and there is every indication that the campaign will make exploitation history in an industry that thrives on promotion.

The huge merchandising campaign was dispatched to stations in a package—and a good-sized one; many stations term it a "prize package." A merchandising portfolio of mammoth size—packed chockful of audience-building ideas—is already in the hands of each NBC affiliate. It includes complete details and materials for conducting the campaign to draw record audiences to the brilliant fall program line-up of the NBC network.

The contents of each portfolio include:

(1) Plan of action.

(2) Ten recordings. (These transcriptions are, in effect, the core of the campaign. They include special "*speak* previews" of returning fall stars; a long list of eminent advertising agencies cooperated in arranging for these advance disk "trailer" performances.)

(3) Prepared scripts (of 5, 10 and 15-minute lengths).

(4) Spot announcements (of one minute or less).

(5) Photographs of stars (for lobby, window and studio displays).

(6) Mats (for newspaper publicity purposes).

(7) Suggested newspaper advertisements.

(8) Announcement ad mats.

(9) Prepared press stories.

(10) Newspaper feature page layout.

(11) Speech on "Radio's Contribution to the War Effort" (for use by station executives in talks before civic groups).

(12) Catalogue of unusual promotional ideas.

(13) Printed window posters.

(14) Printed car cards.

(15) Printed counter cards.

It is interesting to note that the campaign places particular importance on station-newspaper tie-in plans.

MAN WITH HOE AND MIKE

Minding Peas and Cues, Jennings Pierce Became Radio Executive

● Capsule character sketch of Jennings Pierce: Just a farmer at heart.

And Pierce—NBC's western division manager of station relations and public service—can prove it. A full acre victory ranch, bearing bumper crops of beans, corn, squash, melons, carrots, beets, peppers, etc., is exhibit A. When he is away from NBC duties, J. P. is active with hoe and cultivator and spray gun.

Pierce comes by his agricultural ability naturally. Long before he began his 14-year tenure with NBC, he gained practical farming experience near Bakersfield, California. His education was directed toward scientific farming, and when he enrolled at the University of California, after serving during World War I with the Marines, Pierce majored in agriculture. He emerged in 1923 with the degree of Bachelor of Science in Agriculture—and a spot as top tenor with the Golden Bear Quartet.

JENNINGS PIERCE

When his college quartet was appearing in Yosemite National Park, an executive of Station KGO spotted Pierce, and offered him a job. J. P. worked for a year with the California State Department of Agriculture before making his start in radio, however, so it was 1925 before he reported to KGO. Although his singing had won him the job, Pierce started as an announcer (doubling as office boy, producer and special events man).

At the time the NBC western division was formed, Pierce was drafted from KGO, and soon was chief announcer. His farming urge wouldn't stay under cover, however, and NBC's first west coast director of agriculture was Pierce. He held that position from 1933 until he was made divisional director of public service programs in 1939. Early this year, he was appointed western manager of the station relations department, retaining his public service program post.

Pierce received high honors from educational and agricultural institutions for his work on NBC farm, school and public service programs.

No honorary farmer on his home ranch, J. P. has put scientific farming principles to work on his acre plot. Mrs. Pierce and the two youngsters, Jennings Douglas, 14, and Alan Thompson, 12, are the "farm hands," and the oversize victory garden is divided into departments, each one cared for by one member of the family. Specialist in melons, and supervisor of general activities, such as spraying, irrigating and harvesting, is J. P. himself. A flock of laying hens, and two saddle horses—"Prince" and "Lucky"—are quartered on the Pierce place, which consists of two commercial acres overall.

During almost 20 years of radio, Pierce has made many notable contributions to public service broadcasting. Such programs as "California Agriculture" and "Western Farm and Home Hour" were developed under his supervision, and the recent "Unlimited Horizons" was one of the outstanding educational series ever developed in the west.

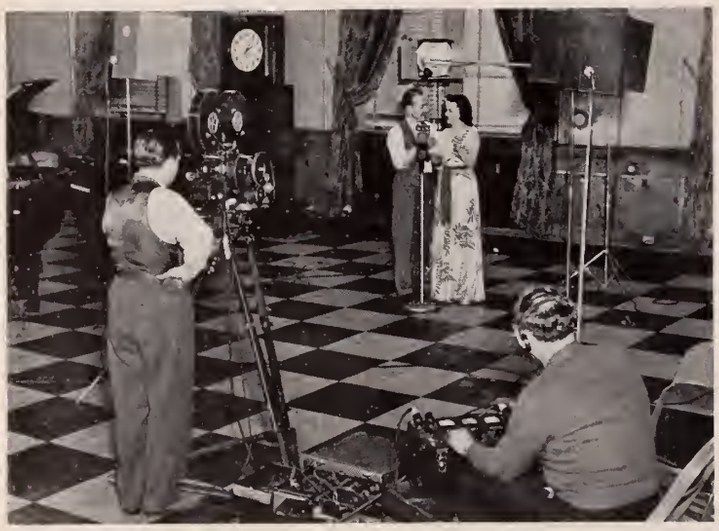
JOINS FALL PARADE

Eddie Cantor turns over his "speak preview" disks to Frank E. Mullen, NBC executive vice-president and general manager. The recordings, included in the "Fall Parade of Stars" promotion campaign (story at left) will be used to herald the seasonal return of the popular NBC program.

STAMPING OUT AXIS BONDAGE

● NBC affiliates from coast to coast are doing that very thing by boosting the sale of United States War Bonds and Stamps. Stations and stars are contributing considerable time and facilities in this patriotic effort. Many stations not only promote the sale of bonds and stamps but actually sell them direct to the public. Pictured on this page are just a few of the representative radio bond drive activities.

George F. Putnam, WEAF (New York) newscaster, and Marie Gerard (center), NBC station relations receptionist, sell a bond to Mrs. Lucille L. Silvey at the bond booth in Radio City.



M-G-M cameramen record Judy Jones, WSM (Nashville, Tennessee) star, singing "My Buddy" for the National War Bond Sales Drive.

Four WMAQ (Chicago) announcers compete for war bond sales stints at the station's Merchandise Mart booth. Left to right: Fort Pearson, Cleve Conway, Louis Roen and Bob Brown.

Heeding the plea of WMAQ to "Buy a Bond and Hit the Axis," this Chicago Miss enjoys tweaking Herr Hitler's proboscis.

Janette, WMAQ singer, entertains a big crowd at NBC's Merchandise Mart bond-selling booth.

"Grand Ole Opry," popular WSM show, has a telephone booth erected on the studio stage, Nashville, Tennessee, listeners pledging war bond purchases can call and talk to their favorite star. To date, a total of $90,000 has been pledged.

Stamp Award Goes to Anonymous KVOO Star

● The Oklahoma Philatelic Society's "Legion of Honor" medal to the philatelist who made the major contribution to extension of the hobby during 1942 was awarded the KVOO "Stamp Man," anonymous commentator on the program, "Postage Stamp Adventures," broadcast each Sunday afternoon over KVOO (Tulsa, Oklahoma).

Presentation of the medal was made before a KVOO microphone by L. M. Blakey, newly elected president of the Cover Collectors of America, and H. L. Whitman, president of the Tulsa Stamp Club, both prominent members of the Oklahoma Philatelic Society.

"Postage Stamp Adventures" is now one of the oldest philatelic programs in radio, having been broadcast continuously by the same person over KVOO since January, 1929.

TURN TO THE WRIGHT

(*Continued from page 4*)

went abroad to observe British radio production methods. He spent 19 days at Broadcasting House, London, in 1936, and returning to Detroit, opened a new auditorium studio for WWJ where many epoch-making productions originated, several of them obtaining nation-wide attention.

He rejoined the NBC central division in Chicago in 1938 as a production director and handled many outstanding series. In January, 1939, he was appointed assistant production manager and, two months later, was again promoted to production manager for the division. He held the Chicago post until last month when he was transferred to New York as eastern division production manager.

Wright strongly advocates some stage experience for all radio actors and directors. He still views radio as a great field for new writing talent and his advice to young authors is to break into broadcasting the trial-and-error way. If a script doesn't click, he states, the new writer should tear it up and do it over again, repeating the formula until he strikes home with the makings of a hit.

WSM MIKE AT CRASH SCENE; PLANE NIPS POWER LINE

WSM (Nashville, Tennessee) sends The Transmitter this pictorial memento of the broadcast of a "modern miracle." The occasion was the revival of the 80th Division at Camp Forrest, Tennessee. Circling over the inductees and scattering pamphlets giving the history of the 80th in World War I, one of the fliers flew too low and clipped the power cable that was supplying WSM with electricity. Photo above shows the length of cable taken off the pole just before the plane landed severing WSM power connections. Inset shows the plane, believe it or not, just as it crashed in the truck. The man on the right, hanging over the plane is the aviator, who escaped unhurt from the crash. Half of the propeller was taken off the plane before landing. The WSM program was being transcribed by WSM announcer Jud Collins. The disk was rushed to Nashville; the crashing of the plane against the power line was audible in the WSM broadcast that followed.

Broadcast New Mexico Air Base Flag Rites

● The daily retreat ceremonies at the Albuquerque Air Base are now being broadcast by KOB, of that New Mexico city. When the program was launched, Governor John E. Miles issued a proclamation urging all residents of the state to pause wherever they were at broadcasting time and to make the practice of listening to the ceremonies a "part of their daily lives."

Lowering of the flag to the strains of "The Star Spangled Banner" is preceded by a concert by the Air Base band.

The series was arranged by KOB Assistant Manager Merl H. Tucker and Lieutenant Howard A. Finch.

Big Georgia Response To Air Rubber Appeal

● Final tabulations on the WSB (Atlanta) state-wide 4-H Club contest for the collection of scrap rubber reveal that 168 clubs entered the 10-day contest, and that a grand total of 119,067 pounds of the precious material was salvaged.

Winning club, which received WSB Farm Director Bill Prance's first prize of $25 in cash, was that in Blundale Community in Emanuel County; this group alone rounded up more than 11,000 pounds of scrap rubber. Interest was not limited to 4-H Clubs, however, as was evidenced by one Georgia farmer who, although 78 years old, collected 484 pounds of rubber single-handed.

HOPE AND CROSBY IN GOLF DUEL FOR ARMY

There were laughs galore when Bing and Bob clashed with quips as well as putts.

● KOA (Denver) broadcast a stroke-by-stroke account of a golf match played for Army Relief by NBC stars Bing Crosby and Bob Hope, teamed respectively with golf professionals Lawson Little and Ed Dudley, when the foursome traversed the fairways of the Cherry Hills Country Club near Denver on Sunday, August 16, before a capacity crowd of some 7,000 spectators.

The station also brought its Sunday afternoon listeners a specially-arranged half-hour broadcast featuring Crosby and Hope, which was staged near the clubhouse following the match, in which the Pepsodent Kid and the Kraft Crooner caused the crowd to shell out $27,500 for the purchase of war bonds to swell Uncle Sam's war chest.

Bill Day, KOA news editor and special events director, handled the mike assignment in describing the golf match. He was assisted by Lawson Little, former American and British Open Champ and NBC golf authority, who commented on the play between strokes. All told, KOA devoted two hours of air time to the affair.

Arrangements for the broadcast were made in a hurry. Not until two days before the match did the Leyden-Chiles-Wickersham post of the American Legion in Denver receive word that Hope and Crosby would be available. KOA helped publicize the affair in advance through spot announcements inviting the public to attend the match and see the two famous stars in action on the links.

Gagman Hope was at his sharpest, much to the delight of the gallery—and Crosby returned quip for quip during their golf round. It was Hope who won the match—sinking a birdie three on the final hole to enable him and Dudley to triumph over Crosby and Little.

The gallery accounted for an approximate total of $2,500 for Army Relief.

WSB Provides Food for Thought—and Speech

● A new method of assigning announcers to programs has been uncovered at WSB (Atlanta). It's a method that depends upon the appetites and tastes of the boys involved.

When WSB broadcast the opening campaign speeches of gubernatorial candidates Gene Talmadge and Ellis Arnall, it was decided that Production Manager Marcus Bartlett would do the Talmadge pick-up—since all in attendance at Moultrie were to participate in a huge fish-fry, while Arnall supporters at Newnan were to be served Georgia barbecue.

Mark dearly loves fried fish—but can't take barbecue. Program Director Roy McMillian okayed that decision because he hates fish and can really go for real Southern barbecue. So Roy took the Arnall program—and everybody was happy.

36% of Legal Staff Serving Uncle Sam

● The NBC legal department has given almost 36 per cent of its employees to the United States Services, according to A. L. Ashby, NBC vice-president and general counsel.

The department's honor roll includes: John Hurley, of the Washington office, commissioned in the Navy; Franklin Butler, of the New York office, commissioned in the Navy; Edward Hidalgo, of the Washington office, assigned to Government work in Uruguay, South America; E. Gardner Prime, of the New York office, commissioned in the Army, and Everett Deane, former junior clerk of the New York office, serving in the Federal Bureau of Investigation.

22nd Birthday of WWJ Has Modest Observance

● "Just too busy with helping to win the war" is the reason WWJ (Detroit) gave for not celebrating the completion of 22 years of broadcasting on August 20. In place of the elaborate programs of other years, WWJ was content to add a phrase to its regular standby: "This is WWJ—The Detroit News, 22 years old today."

The Detroit News ran an editorial, and some of the long-time sponsors offered congratulations during their programs. That was all. Absent for the first time on an anniversary was William J. Scripps, whose boyish interest in radio many years ago resulted in the establishment of WWJ on August 20, 1920. Scripps, general manager of radio for The Detroit News, is on active duty in the Air Forces as a first lieutenant.

OWI Gets Miss Lorentz

● Anne Lorentz, recently war service coordinator at WTAG (Worcester, Massachusetts), has joined the International Division of the Office of War Information. It was expected that she would be assigned to the program department of the New York branch.

OUT-JEEVING JEEVES IS RICHARDSON TRAIT

● Fiction can have its Jeeves, and the stage and screen their Arthur Treacher, but NBC has its Richardson—and to all who meet him, he's the prototype of the perfect butler.

Actually, though, Richardson is much more than a butler. As major domo of the NBC executive dining room, the sartorially perfect, courteous gentleman's gentleman prefers the title of steward.

Not that Robert Frank Richardson is fussy about words. Not by a long shot. But he feels that neither "butler" nor "valet" accurately describes his duties at NBC. And being right in words—as well as actions—is what makes for perfect service, he holds.

"I don't say my service is perfect," Richardson explained to The Transmitter reporter. "I aim at perfection, of course, but all I expect is that the service be regarded as 'good'."

Richardson and his wife, Christine, are teamed in handling all the cooking and service in the executive dining room. Richardson is the only one who makes an appearance before the NBC officials and their distinguished guests at the frequent luncheons (with settings ranging from four to sixteen). But behind the kitchen door, Christine efficiently reigns over the range and pantry.

Richardson hails from Brighton, England—land of tea, crumpets and perfect butlers. He looks upon his NBC stewardship as a privilege in the traditional manner of the land of his birth. He has served in homes of several prominent persons and has earned the compliment of being consulted by many celebrities for menus for special private functions as well as advice on laying out linens, silverware, table placements, etc.

In his two years at NBC, Richardson has served a long list of prominent guests. Such names as Arturo Toscanini, Kirsten Flagstad, Secretary of the Treasury Morgenthau and Jack Benny will convey an idea of the assortment of noted personalities Richardson has served. Although luncheons in the executive dining room are limited to groups of 16, Richardson has supervised buffet service for groups of 70 and large hotel parties.

"RICHARDSON"

Richardson's appearance is sartorially "correct" and his manner would win the applause of Emily Post. He even out-Jeeves Wodehouse's Jeeves and out-Treachers Hollywood's Arthur Treacher. Several folk who have noted him in action call him the perfect steward.

His entrance into radio occurred a little over two years ago when he got a three-week temporary position in the dining room of the Columbia Broadcasting System. When his time was up, CBS vice-president Edward Klauber asked him what his plans were. Richardson replied that he didn't have any, and Klauber gave him a letter of introduction to NBC.

He brought the letter to Niles Trammell at the opportune time NBC was planning an executive dining room.

"If you're as good as Klauber says you are, we'll hire you," the NBC president remarked.

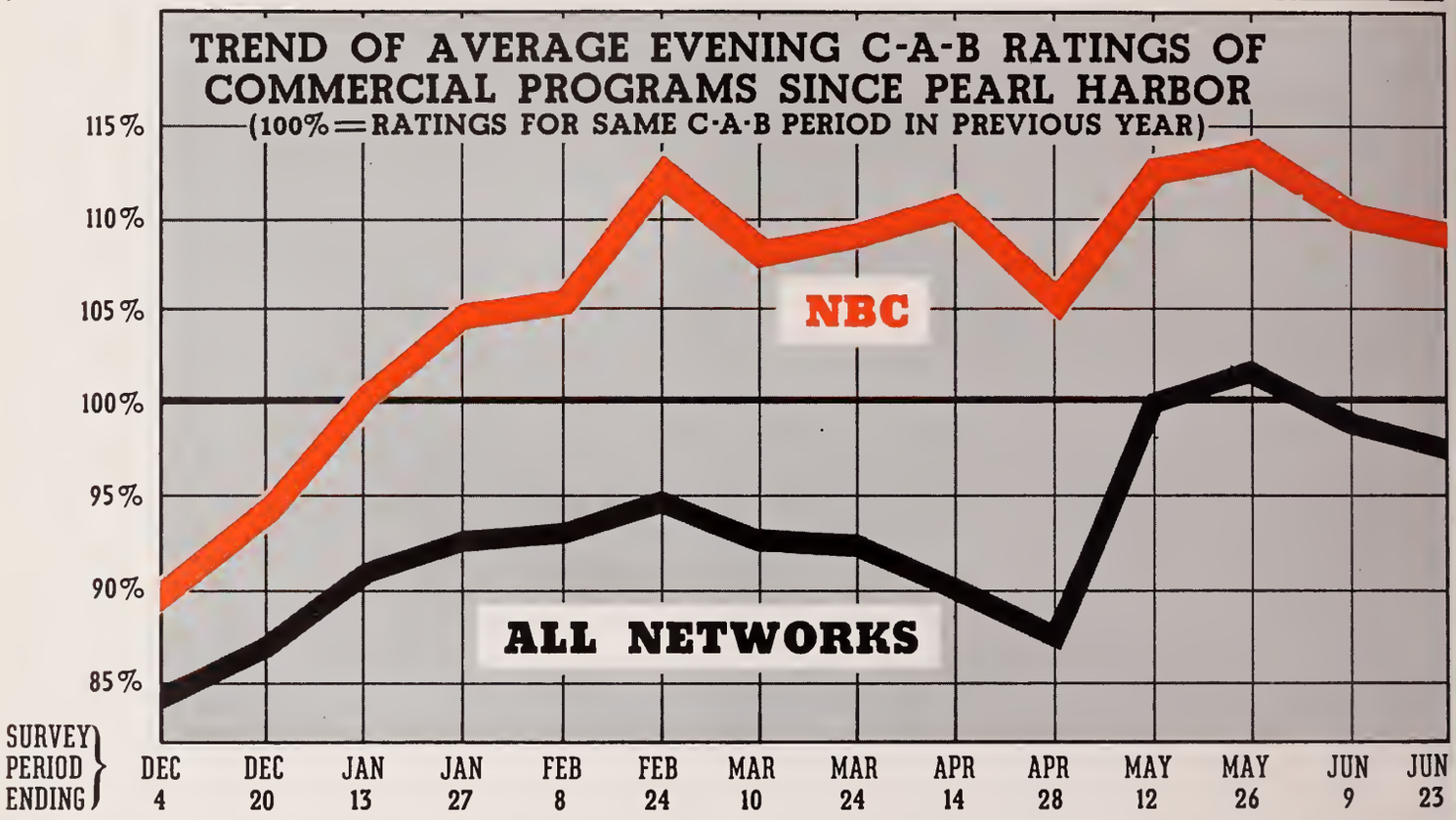
"You can't tell how good I am until you've tried me," Richardson replied. A few minutes later he hung up his hat and was at work ordering kitchen and dining room equipment and stocking the larder.

And now, after two years at NBC, he enjoys radio "more than ever."

HONOR DENVER NBC MEN IN U. S. SERVICES

This patriotic lobby display was recently set up in NBC's Denver studio building in tribute to the KOA workers in military service. Since the photo was taken, one more name—that of Bill Ballance, announcer—was added to the Army roll.

POPULARITY LEAD OF NBC COMMERCIAL PROGRAMS INCREASES IN FIRST SIX MONTHS OF WAR



● Leading the next network by 38 per cent in total evening commercial program ratings, NBC came within one per cent of earning as many program rating points as all other networks combined in the first six months of 1942.

The special study, based on the accumulated CAB ratings for all quarter-hour units, also shows that 78 per cent of the wartime gains in network listening since the first of the year were made by NBC programs.

The same study revealed a marked increase in NBC average program ratings in the survey periods following the December 7 attack on Pearl Harbor, the January 5 regulation of tire sales, the February 9 adoption of War Time and the May 15 rationing of gasoline in eastern seaboard states (note details on chart above).

Results of the study are shown in the table below:

CAB EVENING COMMERCIAL PROGRAM RATINGS
(Accumulated for first six months)

	Total CAB Ratings 1941	1942
NBC	15.764	18.249
Network "A"	15.543	13.173
Network "B"	5.040	4.813
Network "C"	451	1.166
Total	36.798	37.401

NEW 10% DISCOUNT PLAN

(*Continued from page 3*)

as the result of the independent thinking and planning of NBC in furtherance of its objective to secure maximum listening for the maximum number of NBC affiliated stations, and at the same time not inflicting penalties upon advertisers, who for reasons of distribution or budgetary limitations were unable to avail themselves of the over-all discount plan.

Advertisers using 125-station networks on NBC this fall and winter include:

American Tobacco Co.	Kay Kyser
Bell Telephone System	Telephone Hour
Bristol-Myers Co.	Eddie Cantor
	Mr. District Attorney
Brown & Williamson Tobacco Corp.	Red Skelton
	Tommy Dorsey
Firestone Tire & Rubber Co.	Voice of Firestone
F. W. Fitch Co.	Fitch Bandwagon
General Electric Co.	Hour of Charm
General Foods	Jack Benny
	Fanny Brice and Frank Morgan
	Aldrich Family
Liggett & Myers Co.	Fred Waring
Phillip Morris Co.	Johnny Presents
Pepsodent Co.	Bob Hope
Procter & Gamble	Abie's Irish Rose
	Truth or Consequences
W. A. Sheaffer Pen Co.	Upton Close
Standard Brands	Edgar Bergen and Charlie McCarthy
	One Man's Family
	The O'Neills
Vick Chemical Co.	Dr. I. Q.

With such an imposing array of programs, American listeners will be better served this fall and winter than ever before.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

NBC TRANSMITTER

OCTOBER 1942

IN THIS ISSUE:

"TRAIL OF THE DOTTED LINE"

By ROY C. WITMER

NBC Vice-President in Charge of Sales

ROY C. WITMER

NBC TRANSMITTER
VOL. 8 OCTOBER 1942 NO. 6

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

AN ALL-AMERICA TEAM

● The Institute of Inter-American Affairs is a significant new venture in the development of NBC's Inter-American University of the Air as a potentially powerful ally of established academic institutions.

Held on October 10, 11 and 12, to signalize the 450th anniversary of the discovery of America by Columbus, this institute evolved as an experimental union of the great "mass medium" of radio with the specially-limited intellectual facilities and resources of one of the world's great universities for the stimulating of international understanding.

A well-rounded schedule of talks, discussions, broadcasts and demonstrations resulted in a large registration of diplomats, teachers and students.

Columbia University joined with NBC in this enterprise of bringing together—in the school's McMillin Academic Theatre, in the Museum of Modern Art, and in the Radio City studios — many of the most distinguished leaders in inter-American affairs for a comprehensive discussion and demonstration of cultural and economic developments among the American nations.

The success of this institute indicates it is expected not only to be made into a regular annual contribution to inter-American understanding, but also to bring into the field of active cooperation other important universities, as well as radio stations and networks in many other nations of our hemisphere. It is an experiment fraught with immense potentialities for good.

It will be reported in detail in the next issue of The Transmitter.

BERRIES TO LICK THE JERRIES

KVOO Comes Through With Ingenious Plan to Save Big Crop

● The loss of $100,000 to farmers in any county in America in any season is a serious matter and that's a threat farmers in Adair County, Oklahoma, faced this year on their strawberry crop until farm radio stepped in and saved the day and the berries, too.

Inasmuch as these berries were destined for Lend-Lease shipment to our Allies, the mere cash saved was little in comparison to the value of this food to men and women abroad who look to America to save them from starvation.

When the berry season opened in Adair County, growers expected a good market straight through and a huge field crop was ready after farmers had cooperated carefully with the United States Department of Agriculture in the "Food for Freedom" program.

KVOO'S SAM SCHNEIDER

The season opened with prices at $3.50 a crate. Sugar rationing hit. Two days later prices were fluctuating between $1.85 and $2.35 a crate.

Keeping right on top of the situation, Adair County Agent Titus Manasco and Perry Ethridge, a prominent grower, established a berry processing plant at Stilwell through the Agricultural Marketing Service. Berries brought in were to be processed, put in barrels and sent to England or other fighting fronts.

The plan was good, but complications arose. This was a new thing and farmers didn't know how to cooperate. Yet full and fast coordination was a necessity because berries had to be stemmed in the field and would keep only one day without being processed.

That meant that if farmers picked, stemmed and hauled berries to the plant only to find a shortage of barrels — or none at all—their crop would be ruined and wasted.

Forestalling this, Manasco got together with Farm Editor Sam Schneider of Station KVOO at Tulsa, Oklahoma. Schneider's first program daily is the "Rural Route 1170" broadcast at 6:45 to 7:00 a.m., a homey, chatty, informative type of broadcast well received by Southwestern farmers.

Manasco early every morning called Sam, told him how many barrels were available, how long the growers should pick and also told him to encourage everyone in the county who could possibly pick berries to do so because of the shortage of labor.

Smoothly the program progressed with the labor supply regulated, proper amount of berries picked and the exact number of crates brought to the plant.

During the season, 2,871 barrels of berries were put up for which growers were paid $80,388. Total loss during the operations: one barrel of berries. Another plant in Arkansas, where coordination was poor and no means of information was used, lost 1,400 crates one day and dumped 1,000 crates in the river a day later. Total losses at this plant netted the growers in that area a loss for the season.

Adair County growers netted the sum mentioned above: pickers made $38,000; the processing plant payroll was $3,500—a total of $122,646 to the county people and several thousand barrels of berries to help lick the Jerries.

The station benefited by the tie-in in many ways, but its greatest satisfaction was in doing a vital wartime job.

Radio Women Organize

● Ann Sterling, director of women's programs, KOMO, Seattle, was recently appointed state chairman of the Association of Directors of Women's Programs. The purpose of the organization is to further the war effort through women's programs.

TRAIL OF THE DOTTED LINE

Reselling of Accounts Every 13 Weeks a Vital Staff Assignment

By Roy C. Witmer
NBC Vice-President in Charge of Sales

COVERAGE IS POWERFUL SALES WEAPON—Mr. Witmer brings the point home to members of his department: (left to right) I. E. Showerman, Eastern sales manager; George H. Frey, sales-service manager, and Edward R. Hitz, assistant to the vice-president in charge of sales.

● NBC has been at the top of popularity polls and sales records so long that some observers have been heard to remark that getting orders must be just an "over-the-transom" procedure. This would be ideal —if it were true—for the building up of any product to the point where orders are just tossed into the office is a flattering thing to any sales manager. But notwithstanding the fact that most advertisers rate NBC Number One, there's never any time for resting on laurels along the trail of today's dotted line. It is an unremitting selling job on the part of NBC's sales staff to keep the network in its position as the world leader of all advertising media—and it's just as hard to stay on top as it is to reach that pinnacle.

Every account on the air must be renewed every 13 weeks—and every renewal is tantamount to a new sale. This means that the sales staff must constantly sell and resell the network against such obstacles as (1) wartime curtailments of advertising budgets, (2) diversion by advertisers of all or part of their radio expenditures to other media, and (3) sales tactics of competitive networks.

The war angle, of course, is the biggest problem in resales today. Many articles have already been written in the trade press on the importance of continuous advertising during wartime. The oft-told story of the necessity for an unbroken stream of advertising, promotion, merchandising and exploitation projects has proved itself so many times in the history of business that I won't attempt to tell it here. Surely, every advertiser has learned that lesson by now. And I'm including NBC itself, when I say "every advertiser"; and our recognition of this principle of continuous advertising has kept our selling effort on a par with the merchandising campaigns we recommend to our clients.

The biggest danger of losing an account these days occurs when priority allocations curtail or suspend the manufacture and sale of a sponsor's product to a point where he deems it needless to advertise wares he can't produce in sufficient quantities for the buying public. This situation may even be more severe in the year ahead.

Fortunately, even a full year before Pearl Harbor, we were in the position of having about 85 percent of our sold time sponsored by advertisers in four brackets who, under almost any circumstances, would be practically the last to feel the effect of priorities or other curtailments, at least to the point of affecting their network radio advertising budgets. These classifications are food, tobacco, drugs and soap. Industries more drastically affected by priority allocations and consumer rationing were, fortunately for us, not in that foursome of "biggest" NBC advertisers.

But it has not been mere chance that has kept the NBC schedule intact. It's a combination of having developed an excellent medium to start with and a top-flight sales and promotion staff constantly driving home the powerful story of the most powerful of all networks—as well as an ample supply of concrete reasons why all NBC advertisers should remain on the air, and, of course, on NBC.

Fundamentally, the sale of time is no different from the sale of any other commodity. The commodity must be attractive, its quality must be maintained and it must constantly be sold and resold; in other words, proved over and over again by use. In this respect, aside from our great number of leading commercial programs, our service shows—including the NBC Symphony Orchestra broadcasts, "The Army Hour," "University of Chicago Round Table," sustaining newscasts, religious broadcasts, etc.—are, in effect, powerful selling agents, for they, too, help to maintain the quality of the network by building listening audiences and adding a tremendous amount of good-will. In other words, they help to sell and resell the network to the listener and keep him listening and coming back for more.

On the statistical side of the fence, the achievements of our sales efforts speak for themselves. Considering the fact that practically all NBC contracts are contingent on 13 week renewals, it is most impressive to note that 33 percent of our present advertisers have been on NBC 10 years or more. 75 percent have been on our net-

(Continued on page 13)

THE ANSWER ROOM

NBC's General Library Fills Many Odd Information Requests

● "Can you tell me what railroad Casey Jones operated?" "Do yellow-fever mosquitoes buzz or are they silent?" "What is the diameter of a human hair?"

You can be thankful you are not on the receiving end of a telephone line that spouts questions like these. But this is a normal everyday experience for the general library at NBC. Day after day, week in and week out, questions of all kinds pour into this information center. Sometimes it takes half a day to find the answer to a particularly difficult query. In a few rare cases, no answer is found, but the library is able to get the desired information for a surprisingly high percentage of requests.

Just now the war brings in many special questions. The library has been asked to check on whether the majority of Hitler's invasions began on week-ends; to find articles on the effect of the last war and the present war on advertising, radio and general business conditions. Inquiries about short-wave propaganda are gaining in number.

The library has found answers to such teasers as "Where is oil located in Burma?" "What is the distance between Chungking and Lashio?" "What is the comparative density of population in Belgium and China?" Facts on Java, the Great Barrier Reef and the Andaman Islands have been supplied. There have been requests for material on broadcasting in Japan, Italy and Germany, as well as for the location of far-away battle zones. Statistics on the Army and Navy are in great demand; in many cases, war data has to be supplied at a moment's notice prior to a broadcast.

Facts on the broadcasting situation in South American countries have been compiled. Information about victory gardens for use in a radio script has been found. Material on Aztec and Mayan music, illustrations of old ads, details on the battles of Concord and Lexington, studies of children's radio programs, and the source and text of the inscription on the Statue of Liberty, have been supplied.

The library recently had a call from an important Government agency for certain documents giving data on radio in Egypt and Australia. Upon learning that these documents were available, a representative called and made arrangements to have them photostated. It appears that these reports are now out-of-print, and could be found nowhere else in the city. This is a striking instance of the value of the library's collection of early radio material, much of which is now rare and priceless.

The variety of reference works might surprise an outsider, but anyone in the radio business understands how limitless is the field covered by an industry of this nature. Not only does this library attempt to serve *all* departments of the company (although it is an adjunct of the press department), but it takes care of many students writing radio theses, authors of radio articles, and advertising agency workers, among others.

To answer such a wide range of inquiries the NBC library has on file nearly 13,000 catalogued items plus several thousand miscellaneous magazines and pamphlets. This library, located on the fourth floor of NBC, forms a center for radio information unequalled in the country. It is the oldest established reference library on radio broadcasting, and has the most comprehensive collection of data on the industry.

New books and pamphlets on the subject are being added all the time; radio magazines—technical, trade, and fan—are received regularly, and kept permanently. Station brochures and miscellaneous surveys are steadily adding to the collection and keeping it up-to-date and complete. All this material which has been assembled since 1930 is a veritable history of all aspects of radio and television.

AVID READERS

● *On September 24, the semi-monthly bulletin, "Timely Reading" was circulated to NBC employees. The list contained titles of the latest additions to the NBC library shelves. Within 24 hours, every item on the bulletin was requested, and there were long waiting lists for the majority of books. Frances Sprague, NBC's chief librarian, commented: "It is very gratifying to see that these lists from the library are being used so extensively in our business."*

WHERE FACTS SPEAK VOLUMES—View of the NBC general library adjoining the press department. Located on the fourth floor of the Radio City office section, it is open to all employees in the quest of facts. It's the biggest library of its kind.

"CHICAGO, THAT WONDERFUL TOWN"

Love for Chicago Caused Harry C. Kopf to Become a Leading Citizen There

● "Harry C. Kopf is a Chicago boy who built up one of the greatest sales records in all broadcasting history, and became a vice-president of NBC and general manager of its central division."

That, in miniature, is the story of one of the best-known, best-liked executives in radio. But insofar as biographies go, that statement is far from complete. It says nothing at all about an executive who is called by his first name by everybody from his auto mechanic to the company's biggest client. It overlooks the facts in life about a young fellow who hung up a couple of track records for himself at the University of Illinois, and who traces his foundations in sales technique to the business side of a Chicago soda fountain.

HARRY C. KOPF

For the record, he was born at Shawneetown, Illinois, on December 26, 1902, the son of an electrical engineer. It is also a matter of record that his parents gave him the middle name of Clifford—a fact which he has striven valiantly to forget, beginning with early grade school days on Chicago's South Side. They had arrived in Chicago about 1912, and following his bout with the grade school books, he went on to Hyde Park High School and an extra-curricular job of dishing out chocolate malts and cokes across a marble fountain top. It was along in that period he made his acquaintance with athletics, taking a healthy interest in track events and basketball.

Later, at the U. of Illinois, track prowess netted him several charms for the watch chain in sprint events. He also got an Alpha Tau Omega pin for his vest, and a job promoting the sale of Chesterfields for the Liggett & Myers Tobacco Company.

He went on to a B.S. degree in 1925, majoring in advertising and selling, and emerged on the Chicago scene that year in search of a job.

He was soon engaged making space sales for the local display department of The Chicago Herald-Examiner. The record there, to quote the terse description provided by an associate, indicates that he was "definitely a hot-shot." In 1927 he joined the A. W. Shaw Publishing Company, to represent the national department for "System" magazine, and went along with the firm when it was absorbed by the McGraw-Hill Publishing Company. In 1929, his firm enthusiastically offered him a much better post in New York, and that led to the conclusion that Kopf, apparently, is a "Chicagophile." You get that idea from the fact that he left McGraw-Hill because he didn't want to go to New York, and he departed from his next job, with The Literary Digest, because they wanted him to go to Detroit. Kopf wanted to stay in the Windy City. That was in 1931, November to be exact, and the decision brought him to NBC.

Here's young Harry Kopf a score of years ago when he was a freshman at the U. of Illinois. His activity in track events paved the way to his stellar sales sprints of later years. He's still an ardent sports enthusiast.

The name of Kopf loomed large in the commercial broadcasting picture from that time on. Drackett Chemical was an early account, and so was Real Silk Hosiery and the Hoover Vacuum Cleaner Company. He stepped into the Procter & Gamble picture at an early date and was of major aid in turning the company into the biggest single customer on NBC.

For the datebook, the following are milestones: January 1, 1939, appointed sales manager of the NBC central division; October 9, 1940, appointed general manager of the NBC central division effective November 1 of that year; October 3, 1941, elected vice-president of NBC.

Nobody associated with him underestimates his executive talents. Even the messengers from the NBC mail room rate him as "a high-power guy." Noted for fast attack and lightning wit in matters of business, he is also noted for being the kind of individual with an instinctive liking for people.

He considers himself as something of a football expert and probably takes more interest in the sports pages during the fall than at any other time of year. His house is near Northwestern University's Dyche Stadium, so there's no major transportation worry for his autumnal Saturday afternoons.

His tendency to do things efficiently and swiftly also characterizes his bowling game, a pastime in which he rates well above average. But when it comes to golf, that's another matter entirely. Associates concede him to be one of the most amazingly bad players in Christendom.

In the past couple of years, Kopf has become an addict of various Waltonian pastimes. By a long stretch of the imagination, this new interest in aquatic subjects might be traced to his peacetime penchant for ocean voyaging. So enamored of the briny deep is he that he has crossed to Europe and back at least three times and to South America once. The latter event furnished a bit of a thrill, due to the fact that it was a Dutch ship and had to dash for port when Germany invaded the Netherlands.

In passing, one stray fact should be noted. Perhaps he is motivated by the ancient observation that "He travels farthest who travels alone." In any event, he is still definitely in the eligible bachelor class—a fact that daily contributes to the general bewilderment of young ladies who see him in his daily rounds.

WSB LAUNCHES "VICTORY BANK" PLAN TO RECLAIM WASTED FARM LAND

● The suggestion by a Newton County, Georgia, farmer that land-owners and farmers like himself create for themselves and their nation a "victory bank" by selecting their worst piece of land for reworking it and making it productive has been actively endorsed and supported by Bill Prance, farm director for WSB, Atlanta.

Responses from listeners who heard the first announcement of the "victory bank" idea on a recent "Dixie Farm Hour" broadcast have now become so great that the station plans continued promotion of the project as a major contribution to the war effort.

BILL PRANCE

Channing Cope, Newton County farmer and member of the Georgia Farm Bureau Federation, and Prance explained the idea to listeners like this:

"We propose that — over and above everything else we are doing for the war effort—we select a small piece of ground, call it our 'victory bank,' dedicate it to victory, and proceed to work it ourselves. We are not talking about victory gardens —we mean taking over the *worst* piece of land we have—that gullied, eroded, rundown corner of land that wouldn't even sprout peas. We will call it our 'victory bank' because we are going to develop it into an asset and make it pay a dividend."

Cautioning listeners against starting with too big a piece of land, Cope mentioned that a plot only ten feet by ten feet might be a good size to work first, thus lessening the danger of early discouragement. It was pointed out that the 'victory bank' job could not be completed in one season, but, rather, that it was to be something that could and should be done every year.

"The sole objective of the 'victory bank' project," Cope said, "should be to build Georgia, to make hundred-dollar acres out of three-dollar acres, to transform ugliness into beauty, to make clear streams out of muddy streams, and to assist nature in healing her surface wounds made by the repeated acts of thoughtless men."

Although complete plans for promotion of the project are yet to be made, it is hoped by station officials that civic organizations all over the state will become actively interested in the idea as a major community project. Complete cooperation of all Government and State conservation, agricultural, and forestry agencies has been extended the project. It is understood that a state-wide contest will be held by the station at a later date to award prizes to those making the "most out of the least" with their "victory bank" land.

WAVES Get Fair Recruit From NBC International

● First WAVE to be recruited from NBC's Radio City personnel was blonde, gray-eyed Alice Martens, secretary in the NBC International sales department.

Twenty-three years old and a graduate of Purdue University, Lafayette, Indiana, Miss Martens awaited word when to report for training at the Naval Officer Training School at Smith College, Northampton, Massachusetts. Following completion of the four-month course all successful officer candidates receive commissions as ensigns and are assigned shore tasks.

ALICE MARTENS

Miss Martens was eager to take the strenuous course and to do a good job for the United States Navy. "This isn't a lark, you can be sure," she said. "All the girls inducted with me are serious about the job which lies ahead of us. We know it isn't a glamour proposition and that we will have to study mighty hard if we are to make good."

GIRL IN CONTROL

The distinction of being the first of her sex to become control engineer of an Arkansas radio station goes to pretty Nell Grover of KARK, NBC associate at Little Rock. She is also believed one of the first women operators in the Southwest. Miss Grover came to KARK fresh from Port Arthur College, Port Arthur, Texas, where she learned the operation of the controls at a local station. She first became interested in radio when offered an experimental course for women at Brenham, Texas. She holds a first class radio telephone license. Oh, yes, in addition to being pretty she is 22 and single.

KOMO Recording Miss Is in the Navy Now

● Josephine R. Yates, of the transcription staff of KOMO (Seattle, Washington), enlisted in the WAVES recently as an apprentice seaman. Following four months of training, she will be eligible for commission as an ensign.

JOSEPHINE R. YATES

Miss Yates was born in Portland, Oregon, in 1916 and has lived in Seattle 15 years. She attended Washington State College and the University of Washington. Prior to joining the KOMO staff last May, she was with the Coordinator of Information office doing short wave traffic work. She was employed at earlier dates by the Ruthrauff and Ryan advertising agency in Hollywood, CBS in San Francisco, and The San Francisco Examiner.

She is five feet five and has brown hair and eyes.

A first aid class at NBC Hollywood. Safety training is considered a vital wartime asset.

Patriotic Classes Get Enthusiastic Response

● An apple for the teacher, so the legend goes, used to bear fruit in winning pedagogical favor.

But, today, with the nation aroused to wartime interest in nutritive evaluations of all foodstuffs, it is apparent that teacher will cry out for a more balanced diet.

And that's just what the instructors at NBC's New York nutrition classes have been doing on recent Mondays when some 65 Radio City employees gathered in Studio 8G to hear the latest word in scientific theories regarding the vitamins and calories needed to protect public health.

Jeanne Bradley, of the personnel department, was in charge of the classes presented with the cooperation of the Kips Bay-Yorkville District Health Committee. Chief lecturer was Eleanora Sense, food and nutrition editor of American Home Magazine and author of the widely-accepted "America's Nutrition Primer." The series of classes opened with a talk by Mrs. Bertram Wolff, a volunteer public health worker.

Interest in the lectures grew by leaps and bounds and it was believed that the short three-week course will be repeated.

Miss Bradley also supervises the first aid classes at NBC's Radio City studios. She reports that the 40 certificate-holders who passed the standard Red Cross first aid course will soon attend sessions of the advanced course. In addition, the standard course will be repeated for newcomers.

There is a likelihood, pending the interest shown by NBC employees, that classes in radio code and Spanish will be launched. Miss Bradley would appreciate hearing from all interested NBC folk.

NATIONAL STRENGTH IN PUBLIC HEALTH—That's the message given to NBC employees who attended the nutrition course recently given at Radio City. Inset: Eleanora Sense (left), lecturer, and Jeanne Bradley, supervisor.

WOAI DEVELOPS EFFECTIVE WINDOW TIE-INS

● One of the most unusual radio merchandising tie-ins developed in the Southwest is now in use by WOAI, San Antonio, Texas.

Seeking a direct tie-in between its programs, its sponsors and retail outlets, WOAI evolved a series of windows in a number of representative stores of two San Antonio chains—Handy-Andy Community Stores and Hom-Ond Food Stores. By special arrangement with the management of these groups, WOAI installs specially-trimmed displays alternately in windows of the two well-known Texas chains.

WOAI-advertised products and pictures of the program stars are utilized in the displays, with reference to the air time of the programs involved.

The unique windows have received a great deal of attention and favorable comment from everyone concerned. The displays remain in place for a week, and photographs are sent to the sponsors and the stores. Windows are so scheduled that the station's clients all have representation within a reasonably short period of time.

Katharine Donaldson, chosen as "Miss WEAF" in the contest conducted by the NBC New York key, is shown with Announcer Ben Grauer (left) and John Powers.

An Army man—Corporal Jerry Andrus, of Camp Roberts—took this striking picture of Hollywood's Radio City. The print is said to represent a high mark for amateur photography.

Niles Trammell, toured the new M of The Milwauk

Niles Trammell, NBC president, adds metal gadgets to the Radio City scrap pile, as Frank E. Mullen, NBC vice-president and general manager, and entertainers look on.

Claude Barrere, of NBC's Radio Recording division, gazes through his Radio City "window" at a pastoral scene painted right on the wall of his windowless office.

Mrs. Robert Cross, volu NBC Hollywood tour de tribution to men in the men are NBC

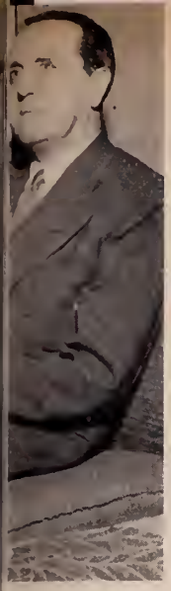
NBC Hollywood Program Director John Swallow gets up for an informal speech at a staff party, and it's obvious there were no ties to what he said.

NBC AFFILIATES FROM COAST TO COAST HE

KSD opens a War Bond and Stamp booth in The St. Louis Post-Dispatch Building. KSD Manager George M. Burbach (right) introduces noted guests.

John W. Elwood, general manager of KPO; Sidney N. Strotz, NBC vice-president, and Mayor John F. Slavich, of Oakland, help open Oakland drive.

WHO, Des Moines, Iowa, went to town with patriotic window display bidding passers-by to come members of the WHO Bond Club.



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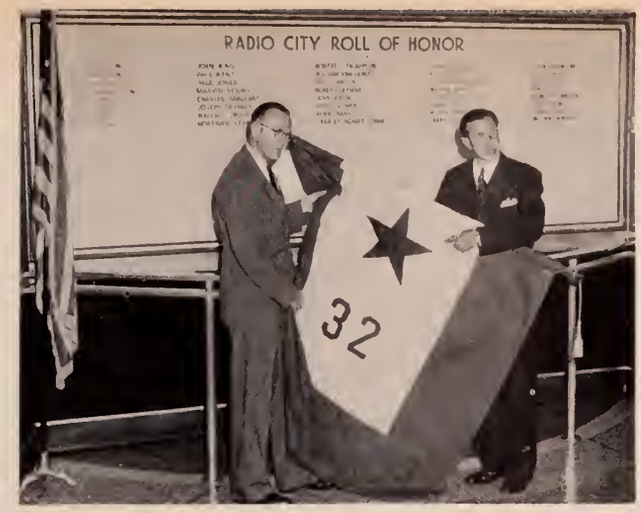


NBC Hollywood paid tribute to its men in the Armed Forces by the dedication of an honor roll and service flag in the studio lobby. The number on the flag was later altered from 32 to 40.

Advertising Man Richard Marvin (of William Estey & Company) receives a gold pass to "Grand Ole Opry" from Harry Stone, manager of WSM, Nashville, Tennessee, where the program originates.

KTSM, El Paso, Texas, celebrates its thirteenth birthday with cake-cutting ceremonies. Left to right: Allen Hamilton, salesman-announcer; E. L. Gemoets, chief engineer; Karl Wyler, manager; Willard Kline, commercial manager, and Roy Chapman, program director (now in Army).

vorker, is shown at the
now used for ticket dis-
ces. About 1,500 service
ts each week.

Real wedding bells ring for the star of many radio romances. Barbara Luddy, of the NBC serial, "Lonely Women," was married to NBC Chicago Announcer Ned LeFevre.

As a newscaster, he's a wow! Here's Ch. Skipper, a wire-haired who wants to be wireless-aired. Skipper belongs to NBC Newscaster George Putnam and he's shown mimicking his master at the mike.

OST UNCLE SAM'S BOND AND STAMP SALES

re's moviedom's Charles Laughton sipping cof-
between telephone conversations with listeners
ponding to his all-day WEAF bond campaign.

KOA, Denver, brings its bond appeal to the man-on-the-street. Here's an outdoor "Bondwagon" broadcast which added $180,000 to local sales.

War bond sales at WIRE, Indianapolis, are soaring, and much credit is due the station's "bond booth" located in the lobby of the Claypool Hotel.

A Transmitter Bio:

KSTP CHIEF A PIONEER IN RADIO AND AVIATION

STANLEY E. HUBBARD

● KSTP's president, general manager and co-founder, Stanley E. Hubbard, has the distinction of getting in on the ground floor of the two fastest-growing industries of modern times, radio and aviation.

Mr. Hubbard was born June 26, 1896, in Red Wing, Minnesota, where his father was superintendent of schools. His education consisted of St. Paul public schools, the Sheldon School in New York and the University of Minnesota. While going to school he built, in 1912, the first amateur radio transmitter in Minnesota.

So, when America declared war in 1917, it was not unusual that he immediately enlisted in the Signal Corps, joining the 1st New York Battalion. He served overseas and was not discharged until March, 1919, at which time he immediately established Hubbard Field in Louisville, Kentucky. Then, in a few months, he organized the first commercial air line in the United States, the Ohio Valley Airo-Transport Company, which operated daily air service with five passenger planes between Louisville and Cincinnati.

Mr. Hubbard was associated with the air transport industry for three years, during which time he organized the Seaboard Consolidated Air Lines and laid out air routes still used by air lines today. In 1922, he was appointed chief of the Internal Revenue Bureau air service and organized the patrols which played such an important part in apprehending rum smugglers.

But in 1923, he quit the Government post to return to the home of his parents in Minneapolis and resume his radio experiments which were interrupted by the war. In a few months he entered the field of radio broadcasting with WAMD, which was enlarged to 1,000 watts by 1925. When fire destroyed this station in 1927 he erected KSTP, then 10,000 watts, and later expanded this to 25,000 watts. Today KSTP is a 50,000-watt station with an outstanding service record.

Mr. Hubbard is Third District member of the NBC Stations Planning and Advisory Board. He is active in civic affairs, and is a state aeronautic commissioner and one of the leaders in the drive to prevent the flying of unlicensed planes in Minnesota. He is a member of the Junior Association of Commerce, the Town and Country Club, the Athletic Club, the American Legion and the St. Paul Aviation Club.

WTIC's Service Paper Off to Rousing Start

● WTIC (Hartford, Connecticut) has launched Tic Toc, a studio "newspaper," to keep the boys in the service and those on leave doing government work informed about studio events.

The first weekly issue rolled off the press September 16. It contained the minutes of the monthly staff meeting at which General Manager Paul W. Morency suggested the service paper and named Continuity Editor Grace Sapsuzian as editor.

WTIC has 11 men in the armed service, and seven on leave for special government work connected with the war effort. The service paper will serve as a constant link keeping them informed of the latest doings at the studio and transmitter. In addition, Tic Toc contains addresses of those in the service, letters from them to the editor and articles of special interest.

One of the first responses to Tic Toc, which was mailed out as a surprise to the boys in the war effort, came from Sergeant Bruce Kern, of the Public Relations Office at Fort Devens, Massachusetts. Kern was a top-flight announcer at WTIC and the first announcer to be drafted. Wrote Kern: "Tic Toc certainly is a morale builder for the boys in the service. Gosh, you can't realize how much it means."

EVELYN CLARK
(Story below)

NBC Girl Brightens N. Y. Subway Wartime Dimout

● The comely young lady in the photo above brightened the dimmed-out atmosphere for New York's subway-riding millions last month when her features adorned a car card proclaiming her as "Miss Subways." And her selection was particularly cheered by NBC folk who recognized "Glamorous New Yorker Evelyn Clark" as an NBC secretary on the personnel staff.

The legend on the car card read "This Provo, Utah, girl is a personnel worker at NBC. Also a crack athlete — and a trained singer. If her voice matches her face, she should be on their network."

Evelyn is 22 years old and the wife of Private Sidney J. Faden, now at Fort Riley, Kansas. She is 5 feet, 6 inches tall, weighs 120 pounds and has hazel eyes and curled blonde hair. She entered the "Miss Subways" competition at the suggestion of Helen M. Korday, NBC women's placement supervisor, and was selected by the beauty expert, John Robert Powers, for the rapid transit glamorization.

Musical Salute

● The staff band of WSM (Nashville, Tennessee) takes time out two times a week to join other musicians at the local railroad station to bid the boys good-bye as they leave for training in the Armed Forces. In addition, the music lads have donated their services to play at camps.

Boys (and Girls) From Syracuse Do Their Part

● The most active group of young broadcasters of WSYR, Syracuse, New York—many of them veterans of six years on the air with Ray Servatius' "Juvenile Newspaper of the Air"—have formed a patriotic "Youth Fourth Front."

On Syracuse's War Day, while a great parade wound through the streets of the city, the youngsters gathered in a downtown store window and began making a silk American flag as the Fourth Front's first project. When the flag was finished, the sponsor—the Best Ice Cream Company—gave a dinner for its young "editors" and the flag and a letter from the kids was mailed to General MacArthur in Australia. The letter follows:

"We boys and girls of Syracuse, N. Y., members of the Youth Fourth Front, send you this flag, which we made ourselves, in appreciation of the fight you and your men are making to keep the Stars and Stripes ever flying over our homes, schools and churches.

"This flag, personally made by a group of us, sort of symbolizes our active participation in community activities for our country. We are busy collecting scrap materials, learning first aid, working in our spare time for local defense agencies, helping more around the home and buying War Stamps and Bonds and in every way possible preparing ourselves to help preserve those things for which you and your men are fighting. We thank you, and we pledge you our support."

New Dunlap Book Peeks Into Television's Future

● At a time when many observers are wondering about television's post-war status, Orrin E. Dunlap, Jr., presents a well-documented prophecy for the art of sight-and-sound transmission in his new book, "The Future of Television," published by Harper & Brothers on October 1.

Mr. Dunlap is manager of the RCA department of information, and served for many years as radio editor of The New York Times. His professional interest in television has provided opportunities for an all-inclusive study of the art and, in his new book, he sets forth his observations in clear language the non-technical reader can understand.

TRIBUTE TO A NATIONAL HERO—Young entertainers of WSYR, Syracuse, New York, inspect the American flag they made for forwarding to General Douglas MacArthur in the Pacific war zone. (Story at left.)

WOMAN ATHLETE BECOMES STELLAR SPORTSCASTER

● Jill Jackson, of New Orleans, is a living example of that old adage—there is no limit to what a woman can do provided she wants to do it bad enough.

Jill once had ambitions to be a first-class athlete. And for a while it appeared as if she was well on her way to stardom after winning several city and state tennis titles, not to mention two ping-pong crowns. But even this was not enough for the diminutive New Orleans woman. So she promptly switched to golf—played about two years—and walked off with the New Orleans Muni title and several club championships.

JILL JACKSON

At this bright point in her rising young career, fate stepped in. Jill Jackson sprained her back. And the doctors said—no more tennis, no more ping-pong and no more golf. But Jill took it like a regular trouper. In fact, she was a trouper. Having done a lot of radio and theatrical work in New Orleans, she thereupon decided to combine them and seek a career in radio. That was six months ago. And in almost less time than it takes to tell, Jill Jackson was broadcasting major women's sports events in New Orleans.

The rest is history. Today she has three sportscasts a week on Station WSMB, sponsored by the Jackson Brewing Company. They include eye-witness accounts of all the major women's sports events of the New Orleans section.

NBC Press Staff News Record Spans 222 Years

● A total of 222 years of newspaper and press association experience is represented in the NBC New York press department staff.

Leighton Blood, with a background of 26 years on dailies and wire services, leads the veteran fourth-estaters in length of news experience. William Ford is second with 24 years and Everett L. Bragdon third with 22 linotype anniversaries. Runner-up journalistic vets in the department include: Samuel Kaufman, 17; William M. Miller and Jo Ranson, 16; Frank Barber, 15; Edward Dowden, 14; Sydney Eiges and Woodrow Johnson, 12, and John McKay, Charles Pekor, and Richard Spencer, 10.

SALESMAN DE LUXE

State of Mounting Sales Rocks Rocky Mountain State

● It's significant that James MacPherson, new manager of Station KOA, Denver, is jocularly addressed by his more intimate acquaintances both as "The Reverend" and "The Sheriff."

The facets of Jim MacPherson's personality range that wide. Most of the time, he is as amiable and soft-spoken as a parson beloved by all. But get him aroused, and he's tougher than any old-time Western sheriff who toted two guns and could shoot equally well with both. In Mac's case, though, he's vocally vitriolic.

JAMES MacPHERSON

Jim MacPherson assumed the helm of KOA in August, when former General Manager Lloyd E. Yoder (now Lieutenant-Commander Yoder) went on active duty as Navy Public Relations Officer for the State of Colorado. "Mac," before he stepped into the front office, had held the co-jobs of local sales manager and national spot representative, and had been in the sales department of the 50,000-watt Denver NBC station for eight years.

He's a "sales-minded" executive if ever there was one. The client counts first, last, and always uppermost with Mac. Which is perhaps the major reason why KOA exceeded its sales quota in both August and September—Mac's first two months of managership—within the first 15 days of each month. And you can bet a western ten-gallon hat (the type Mac always sports on his Eastern sales junkets) that KOA will *continue* to meet its monthly quota, or there'll be hell-a-poppin, with Mac assuming his best "sheriff" manner.

Tall and thin as a bean pole, he looks as though a strong wind would blow him over. He *looks* that way. Actually, he's the possessor of an amazing vitality. His ability to get things done—right, and in a hurry—is one of his paramount assets.

And when it comes to selling a client and keeping him sold on the virtues of radio as an advertising medium, he does a complete job. Give him a hard-to-sell prospect, and he's at his best.

Mac has been associated with radio since its infancy. He delights in telling tall stories about his early days in Chicago broadcasting, when most prospective advertisers regarded radio as some sort of new "toy," refusing to be convinced that it could be used effectively as a medium for selling goods. Mac had a part in persuading many a current big-time radio advertising name to invest a few bucks experimenting with radio. The subsequent results they enjoyed convinced them that perhaps there was something to radio advertising after all.

If you were to pick out the one topic he enjoys discussing aside from radio, it would be his experiences in France with the A.E.F. in World War I. Some of his stories are grim and realistic, the kind to make one think. Others are on the humorous side, and Mac isn't above making himself the butt of a joke.

Just for the record, Mac is a "gentleman farmer," living with his wife and two teen-aged children on a suburban farm near Arvada, on the outskirts of Denver. He's an ardent Denver and Colorado booster.

His enthusiasm for Denver has remained strong in spite of a recent happening at the first fall meeting of the Denver Chamber of Commerce. Mac, as the new manager of KOA, was slated for a spot at the head table. Spurning such prominence, he sat at a table with other KOA-ites to avoid the spotlight. The chairman of the day wouldn't let Mac go unnoticed. Addressing the floor, he said that somewhere in the gathering was James MacPherson, new manager of KOA and "a newcomer to Denver." That remark drew hearty guffaws from the assemblage. Seemingly, everyone in the room but the chairman knew Mac as an old-time Denverite and a staunch community boaster.

It's the staff's contention that KOA will do all right for the duration, particularly with regard to the lower right-hand corner of the monthly revenue ledger, under the able guidance of "Reverend," or "Sheriff," James "Mac" MacPherson.

LIEUTENANT GENNARO ACAMPA

(Story below)

Acampa Family Keeps Step in Uniform Way

● Tenancy in the Acampa household is getting to be tantamount to lieutenancy.

When 23-year-old Second Lieutenant Frank Acampa attained his gold bar from the Army he teased his father, Sergeant Gennaro Acampa, of the NBC police staff, for being a mere sergeant while his offspring was a lieutenant. But Pa Acampa lost no time in getting promoted to lieutenant of the Radio City studio patrol, and one of his first actions in his higher rank was getting his picture taken, gold badge et al, for forwarding to son Frank.

A younger son, Victor Acampa, 19, watched the proceedings with delight and decided he, too, would get in the family commission race. He promptly passed his ensign's examination in the Navy and has now told his dad and brother that he has his eye on a lieutenancy and they'd better prepare to make room for him in the family lieutenant's line.

KOA Has Service Paper

● KOA, Denver, has developed a novel method of keeping in touch with its employees in the Armed Forces. The station mails a bi-weekly mimeographed publication to its 21 service men, containing news of KOA happenings and excerpts from their letters to friends at the station. Nearest relatives of the men in service also receive the publication.

TRAIL OF THE DOTTED LINE

(Continued from page 3)

work five years or more, and 95 percent have an unbroken record of two years or more with us. Those figures easily speak volumes for themselves, but there's really more to the story than that.

Every NBC salesman fairly radiates the indisputable fact that NBC is, today, the greatest advertising medium in the world, and he imparts the same feeling to his clients, keeping them constantly aware that, from the standpoint of top programs and public service offerings, to say nothing of its physical facilities, NBC heads all competitors in its field—and advertising contemporaries in other fields as well. And when I use the term "salesmen" I don't mean just the 25 top men whose job it is to sell the network; I mean the entire NBC organization. The sales staff itself is backed up by an array of advertising, promotion and research talent that deserves great credit for every sales contract and each renewal. Promotional experts, the copywriters, et al, are the "home defense" staff who back up the sales department. Finally, it's the collective selling of NBC by the entire organization, from the president down, that sets the stage.

Of course, the mere knowledge that we have the best advertising medium in the world is not sufficient to sell and resell network time to advertisers. That knowledge must be disseminated—not just once—but repeatedly. And it is done every time the network rolls up new and important achievements in listener surveys, in client results, in news scoops, etc. This happens often, and provides us with the best possible ammunition for new and repeated selling.

To sum up, it is the combination of high-caliber stations throughout the country, the top-flight programs of our advertisers, our great public service programs and hard-hitting sales promotion and press activities, as well as the attitude of the entire organization, which keeps NBC on top as the network most people listen to most.

STAFF WAR TALKS

● Charles Laughton, the screen star, and John F. Royal, NBC vice-president in charge of international relations, recently addressed the NBC New York staff. Laughton boosted War Bond sales; Royal discussed his wartime London visit.

GALA PARTY FOR WSYR ANNIVERSARY

PARTY LINE—Novel stunt of WSYR's celebration was gathering guests born on each of the station's twenty birthdays. Here's the group attending the birthday breakfast on September 15—one of several anniversary stunts winning wide attention.

● From a fat-faced, one-year-old stuffing cornflakes happily into his mouth with chubby hands, to a cute co-ed of 20 eating luscious birthday cake, an unusual guest list helped WSYR to celebrate its twentieth anniversary on September 15.

There were 20 honored guests and each of them had been born on the station's birthday in one year of the 20 years of WSYR's existence. Not a year was skipped, from Suzanne Gloger, born on the same day as the station—September 15, 1922—right down to one-year-old Frederick VanMarter, who turned out to be a mugger par excellence and just about stole the show at the birthday breakfast in the Hotel Syracuse last month.

Colonel Harry C. Wilder, president of WSYR, was away, but the host was Fred R. Ripley, vice president.

Each of the guests carried off a slab of birthday cake and a crisp, new five-dollar bill as a present, while 20-year-old Miss Gloger, installed as WSYR's Birthday Girl, was given a new fall outfit on the Syracuse University campus, where she is a senior. In addition, every listener with a birthday on September 15, who wrote in at the station's request, received one dollar in War Stamps.

Pressing hard on the birthday idea to emphasize the station's long standing in Central New York, WSYR made the first baby born in Syracuse on September 15 a lucky kid. He was Robert Earl Coon, born at 4:15 a.m., and during the day Miss Gloger went to the hospital and presented the babe with a $50 War Bond.

These two stunts got space in both Syracuse newspapers.

All day the station was busy with birthday greetings and the tune "Happy Birthday" was played behind station breaks and became the theme of as many shows as possible. In the evening the station's entire talent roster and civic leaders joined in a half-hour birthday show.

Baby Robert Earl Coon, first baby born in Syracuse on WSYR's twentieth birthday, receives a $50 War Bond from the station. It is being presented by Suzanne Gloger, born the same day as the station in 1922.

HUNTING BIG GAME AN EXCITING PRELUDE TO URQUHART'S RADIO CAREER

● A one-time big-game hunter who quit the African veldt after three narrow escapes from death to seek peace and quiet in a radio studio is the new production boss of the NBC central division. He is Charles Urquhart, who succeeded Wynn Wright when the latter was named Eastern production manager of the network.

Urquhart has been active in dramatics for the last 15 years. In fact, it was a stock company which brought about those big-game experiences in Africa a few years back.

Born in West Pittston, Pennsylvania, on June 4, 1908, Charley attended school there and was graduated from Penn State in 1927. He spent one year at the American Laboratory Theater in New York and soon was playing the second male lead in the Broadway run of Upton Sinclair's "Singing Jailbirds."

Then came Africa. He was employed as manager of a combined stock company and cinema theater in Nairobi, East Africa, and remained there for two years. A 20-minute drive from Nairobi brought would-be hunters into the middle of animal grounds and Urquhart spent most of his spare hours trying his skill.

One dawn he suddenly came upon a rhinoceros who charged from 30 feet away. Long-legged Urquhart (he is six feet, six and a half inches tall) managed to reach a nearby knoll which the rhinoceros couldn't climb because of his weight. That was escape number one.

Urquhart's second thriller came a few months later when a wounded gazelle charged him. Charley managed to shoot and kill the beast in the nick of time. On a third expedition, a green baboon ambushed Urquhart, sinking his teeth in one of his legs. Urquhart killed the animal, but he spent seven weeks in a hospital recovering from the injury.

That was enough. Urquhart returned to America and entered radio at WMCA, New York, as announcer. A year later he was named program manager of WGBI, Scranton, Pennsylvania, and, in 1935, he became production manager of KDKA, Pittsburgh. He left that position to join the NBC central division production staff in 1939.

Among the NBC programs which he has directed are "Girl Alone," "In Care of Aggie Horn," "Thunder Over Paradise" and "Vic and Sade," which he handled longer than any other director. He gave up the reins on this popular show when he took over his present duties.

Urquhart is married and lives in an apartment on the Chicago North Side. His hobby is circusana.

WHO'S ZOO AT NBC

● *NBC Announcer Ed Herlihy, like Central Division Production Manager Charles Urquhart, has had considerable experience with wild animals. Although the two men haven't met, they worked on the same program assignment—"Vic and Sade"—with Urquhart directing the show in Chicago and Herlihy announcing it in New York. As an "experiment," Herlihy was co-owner of an animal farm in Springfield, Massachusetts, in 1940, where he displayed "lions 'n' tigers 'n' everything" at an amusement park.*

WSB Features Capsule Army-Navy Interview

● "Camp Crossroads" is the title of a new WSB (Atlanta) 30-minute program consisting mainly of four-minute interviews with men of the Armed Forces either stationed at or passing through Atlanta. The interviews record the personal experiences and informal reactions of these men, but, to conform with regulations, no mention is made of military details.

Interviews are transcribed a week in advance at the Service Men's Center of the Atlanta War Recreation Committee in downtown Atlanta. Other cooperating agencies are the USO and the Public Relations office of Fort McPherson. Beth Barnes arranges interviews and WSB Production Manager Marcus Bartlett handles music, continuity, and production of the presentation. Relatives of men interviewed are notified so they may listen in.

Noontime Prayers

● Every day at 12 noon, except on Sunday, a one-minute religious service is broadcast over WWJ (Detroit). The Protestant, Catholic and Jewish faiths are represented on different days.

LION-TAMING RADIO MAN—As a member of the Circus Fans Association and a good friend of Lion Tamer Tyrrell Jacobs (left), Charles Urquhart, NBC central division production manager, frequently takes a hand at putting the animals through their paces.

SPORTSCASTER WINS TROPHIES GALORE

● Don Hill, ace sportscaster of Station WAVE, is pictured here with the trophies he has won in his four years of broadcasting sports for the Louisville, Kentucky, NBC affiliate.

The trophies were awarded for various accomplishments. The large one in the center was presented by The Sporting News as a result of a poll of fans throughout the nation. This trophy is symbolical of Hill's having been voted the outstanding announcer in all of the Double A baseball leagues.

Three other trophies, including the two tall ones and the small one with the calendar attachment, were awarded for his having won the American Association Radio Appreciation Nite competition three years in succession. Each announcer in the association has a Radio Appreciation Nite annually, and Louisville has drawn the largest attendance each of the four years Hill has been with WAVE. The 1942 Appreciation Nite award, the fourth in a row won by Hill, will be presented later in the season. Also pictured is the loving cup presented to Don by the American Legion, on behalf of many of his fans who designated him as their favorite baseball announcer.

The slender trophy on the left is the one Hill is most proud of. It was awarded him as captain of the WAVE softball team. This team soundly whipped rival Louisville Station WHAS 17-6 and 16-5 in two charity softball games for the 1942 city radio championship.

The plaque on the wall behind was presented by a group of six prominent local civic clubs in recognition of Don's outstanding sports broadcasts. The remainder of the background is made up of pictures of major and minor league ball clubs, including the four Louisville teams whose games Don has aired over WAVE.

Hill has been with WAVE four years. In addition to the Louisville Colonels' baseball games, he broadcasts local football, basketball, boxing and wrestling. He had a year of experience in Springfield, Illinois, and Tulsa, Oklahoma, before joining WAVE in 1939. Don has a record of over 3,000 broadcasts embracing 27 different sports. That's why Louisville is proud of him.

KSTPete STANDS GUARD
(Story below)

KSTPete Comes to Life At Big Minnesota Fair

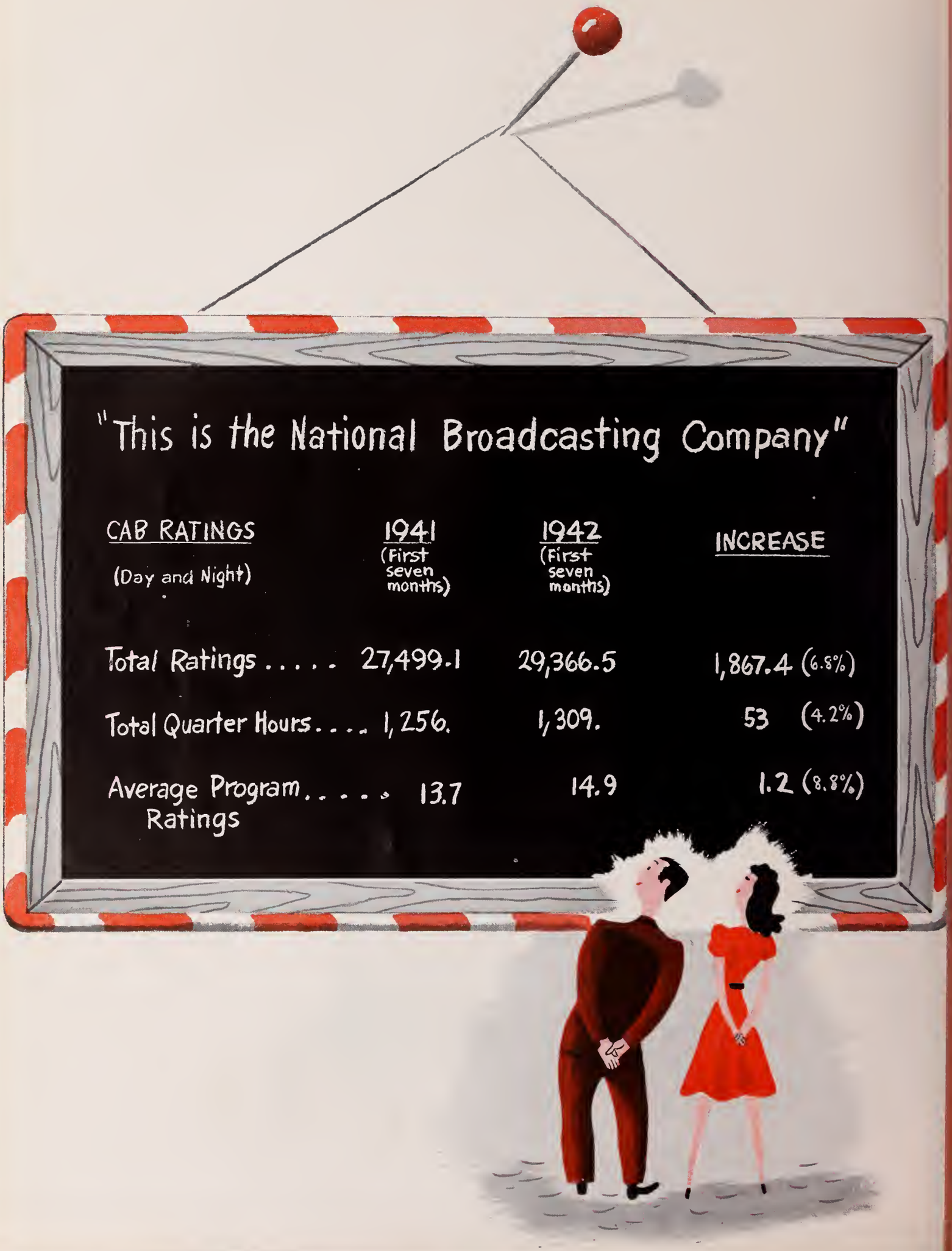
● Guarded by a large-size figure of "KSTPete," the station's trade character "come to life," the exhibit of Station KSTP (Minneapolis-St. Paul) was a big hit at the recent Minnesota State Fair.

The exhibit featured pictures of NBC and KSTP stars, together with a huge world map, next to which a UP news machine poured out copy day and night. Important items were posted with streamers running from the stories to the news spots on the world map.

The picture display was seen by more than 30,000 persons who visited the station booth. It was the second step in KSTP's audience promotion campaign which calls for exploitation of the photo display throughout the entire state. KSTP first tested the exhibit at a county fair.

The photo display will be linked with appearances of KSTP's "Sunset Valley Barn Dance," a Saturday night program which originates each week in a different Minnesota town. Showings probably will be held in newspaper offices in each town the barn dance plays. The display will be open for a week before each broadcast. There will be attendant publicity on the air and in the papers.

Neat stunt of KSTP's in its Minnesota State Fair exhibit was the display of a set of NBC chimes, with a sign reading, "The Famous NBC Chimes—Ring Them!"


"This is the National Broadcasting Company"
CAB RATINGS
(Day and Night)
1941
(First seven months)
1942
(First seven months)
INCREASE
Total Ratings 27,499.1 29,366.5 1,867.4 (6.8%)
Total Quarter Hours 1,256. 1,309. 53 (4.2%)
Average Program 13.7 14.9 1.2 (8.8%)
Ratings

NBC TRANSMITTER

AN "AERIAL" ATTACK ON THE AXIS

WTIC Donates Its Old Towers to the Scrap Drive

(Hartford, Connecticut, in background)

NOVEMBER 1942

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NBC TRANSMITTER
VOL. 8 NOVEMBER 1942 NO. 7

Published Monthly by the
National Broadcasting Company
RCA Building, Radio City, New York

DECADE OF MERIT

● This column, perhaps, is not the place for a biography of Dr. Frank Black. A record of accomplishment, such as his, demands more space and extensive treatment.

December, 1942, marks the tenth anniversary of Dr. Black's association with the National Broadcasting Company as general music director. During this decade he has contributed richly to the nation's appreciation of fine music. And his name has become a household word. His stature as a conductor has grown so tremendously that the best symphonic organizations in the country bid for his services. But it is not Dr. Black's gifted baton alone that places his musicianship at the pinnacle; as an arranger and composer, he has earned praise which critics rarely bestow with such liberality.

DR. FRANK BLACK

His versatility is amazing. And what's even more remarkable is the fact that everything he does is done well. Under his broad executive duties, he has participated in the presentation of musical shows running the entire gamut from dance programs to symphonic concerts.

In ten years, Dr. Black has seen musical programs assume an importance hardly second to any other type of program. "I would like to feel," he says, "that I had a little to do with it." There can be no doubt that he has—and more than just "a little."

Dr. Black belies the popular conception of a great musician. He is not temperamental and he is modest to a rare degree.

On this tenth anniversary of his service, congratulations to NBC.

GUEST RELATIONS STAFF RECRUITS WOMEN IN N. Y.

● One of the latest NBC contributions to the war effort involves a temporary release of manpower from the guest relations staff, the positions to be filled by women.

In inaugurating this new policy, W. G. Martin, manager of the guest relations staff, answered a number of questions for The Transmitter. Here's a record of the Q's and A's:

Will all the pages and guides be replaced? "No, just the pages, the 'Admirals' who man the desks on NBC's floors here in Radio City."

How many positions does that open up? "Around 30. Three women to each of 10 desks."

Why three? "Daytime, nighttime, relief."

Will the women wear uniforms? "No. Just dark, conservative dresses. Material for uniforms is practically unavailable."

What are the requirements? "We are looking for women with mature minds who have had some business experience. They must be charming, well educated, well groomed, and between the ages of 25 and 40."

What is the nature of their duties? "Briefly, to act as receptionists and centers of information. On the desks that they take over are lists of daily programs, schedules of rehearsals, and studio assignments. They are asked to locate artists, production men, and lost pocketbooks. It's a busy job, and one requiring a lot of tact, patience, and poise."

Will the change take place immediately? "It has already begun. Three new members are added each Monday, and this practice will be continued until all the positions are filled."

What is the boys' reaction? "At first they were afraid they'd all be fired. Now, they're looking forward to Mondays."

While it is not a requirement for the job, it is coincidental that the majority of the women have husbands in Uncle Sam's service overseas. Hence, they say they enjoy spending their otherwise lonely hours in NBC's pleasant surroundings.

WPTF STARTS FROM THE GROUND UP TO AID SALVAGE DRIVE

Joining with the local scrap salvage drive, WPTF (Raleigh, Virginia) contributed 50,000 feet of pure copper ribbon and over 300 pounds of "99%" aluminum. The copper was from the ground system of its old 5-kilowatt towers, unearthed as part of the station's effort to help beat the Axis. The aluminum was a portion of the old transmission line. Richard Mason, WPTF manager (left), and Henry Hulick, chief engineer, are shown looking over a portion of the copper ribbon shortly before it was hauled away by Raleigh scrap campaign workers.

"A VALUABLE AND SUCCESSFUL EXPERIMENT"

First Institute of Inter-American Affairs Sponsored by Network and University

By Dr. James Rowland Angell
NBC Public Service Counselor

● The 450th anniversary of the discovery of the Americas was the fitting occasion for the conduct of an experiment of far-reaching importance in Western Hemisphere relationships—the first Institute of Inter-American Affairs, held jointly by radio and a great university.

The Institute, which was in session October 10, 11 and 12, was conducted by Columbia University and the NBC Inter-American University of the Air. Representative authorities in cultural, economic, political and military fields participated in the several sessions, held at Columbia's McMillin academic theater, NBC Radio City studios and the Museum of Modern Art.

One of the speakers at the opening session, the Honorable Leighton McCarthy, Canadian Minister to the United States, gave recognition to the significance of the occasion in these words:

"It marks a valuable and successful experiment in cooperation between a university and a private corporation in an important field. This is itself an encouragement in more ways than one to those who are working toward cooperation in the bright political field of inter-American relations."

As a result of the experience gained in this initial institute, responsible authorities felt that the enterprise might well be developed into an annual affair, and on an even more comprehensive scale than the first.

The discussions in general were on very broad topics: radio, music, motion pictures, public health, political relations, economic relations and military affairs. The Institute operated on the principle of recruiting from the international field leaders in all these activities, with a view to bringing detailed inter-American affairs into perspective, each in juxtaposition to the others.

All sessions were open to the public and several were broadcast over the NBC network.

The fact that virtually all the countries represented in the forum were at war, far from lessening interest in its proceedings, accented the importance of closer inter-American cooperation in every field under discussion.

THE UNIVERSITY OF THE KILOCYCLES PLANS AHEAD—Dr. James Rowland Angell (left), president emeritus of Yale University and NBC public service counselor, checks the NBC Inter-American University of the Air curriculum with Sterling Fisher, the network's assistant public service counselor and director of the project.

Carlos Davila, former President of Chile, dwelt on this point when he referred to American economic unity as "my favorite preoccupation":

"Permit me to refer again to that aspect of continental cooperation. Strangely enough it is in this field that American faith has had the fewest adepts. In January, 1940, I offered, as delegate of the Government of Chile, a plan for continental economic coordination, which was approved by the Inter-American Financial and Economic Advisory Committee, and it was, I believe, the first time a document of this kind contained the expression 'economic integration of the American Continent.' The approved plan embodied the means of supplying the United States the rubber, tin, copper, nitrogen, chromium, oil and fibres to make this country independent of other continents in so far as these strategic materials were concerned. Unfortunately, the war arrived before that plan was able to bear its fruits.

"But the war has dramatized before the eyes of men of little faith the absolute need of making out of the new world a complementary entity as to production and consumption."

These were the Institute's group subjects, speakers and special presentations:

The Americas—a Model for World Cooperation: Chairman, Harry Morgan Ayres, director of summer sessions, Columbia University; the Honorable Leighton McCarthy, Canadian Minister to the United States; Carlos Davila, former President of Chile; German Arciniegas, former minister of education of Colombia, visiting professor at Columbia University; James Rowland Angell, public service counselor, National Broadcasting Company.

New World Music: Chairman, Ernest La Prade, director, music research, National Broadcasting Company; Sir Ernest MacMillan, conductor, Toronto Symphony Orchestra; class demonstration under supervision of Lilla Belle Pitts, president, Music Educators National Conference; inaugural broadcast of "Music of the New World," the

(Continued on page 13)

CANADA'S RADIO CLASSROOM

Part of Dominion Plan Linked With NBC Inter-American University of the Air

● Like the United States, Canada has had for many years the problem of educating a population distributed unevenly, often very sparsely, over a wide expanse of country.

With a population of less than 12,000,000 spread over an area greater than the whole of the United States, the question of supplying schools with adequate instructors has always been a difficult one. Consequently, Canadian educators welcomed the idea of utilizing radio to reach many of the outlying rural areas and supplying material in this way that would ordinarily be quite beyond the means of individual communities to either afford or supply.

As early as 1928, some provinces in Canada—Nova Scotia, on the Atlantic seaboard, in particular—conducted every winter a planned series of two-hour school broadcasts once a week. These broadcasts comprised dramatizations of history, geography and works of literature, gave instruction in French, and included talks and dialogues on art, music, science, travel, and other subjects. There were also many on-the-spot "actuality" broadcasts from industrial plants, airports, ships and places of general interest.

Later, other Canadian provinces followed suit — British Columbia on the Pacific coast, the Prairie provinces, and Quebec, which is largely French-speaking.

Last year, an experimental group of plays was presented on the Canadian Broadcasting Corporation's national network with the cooperation of the Canadian Council of Education for Citizenship. The success of these nationwide broadcasts designed for school children led to the more ambitious plan, arranged by the CBC's Education Advisor, R. S. Lambert, of a specially written series of dramas dealing with the lives of Canadians who have contributed to the growth and progress of the country. This is known as "Heroes of Canada" and is being sponsored by the Education Department of all nine provinces of Canada.

AURAL AIDS TO CLASSROOM TEACHING—Nine provinces unite in bringing to Canadian public school children the broadcasts arranged by CBC. The series for 1942-1943 is known as "Heroes of Canada" and originates in Toronto, Winnipeg, Montreal, Halifax and Vancouver. The ear-phones shown in the above photograph are utilized for hard-of-hearing students. Programs are broadcast in both English and French.

NEW LIFE—That's what the CBC broadcasts have brought to many Canadian studies. This candid photo shows a pupil in a Toronto hard-of-hearing class listening to a "Heroes of Canada" broadcast.

An interesting feature of these school broadcasts, which are designed for children from 8 to 12 years of age, is an introductory five-minute summary of world news preceding each program. These are prepared by the senior editor of the CBC central newsroom in Toronto and have been well received in all school rooms, especially by the teachers who find in them an excellent introduction to the study of current events. In addition, CBC has produced an illustrated teachers' manual called "Young Canada Listens" which gives details of the programs, historical and biographical notes and hints to teachers for the best possible utilization of the broadcasts.

So great has been the response from teachers and educational authorities throughout the nine provinces of the Dominion, that a second and third edition of the manual had to be printed. A monthly guide is also being distributed to teachers, giving advance information about programs with educational or cultural value to be heard during the forthcoming month. This is intended to help teachers and students with their out-of-school listening.

As well as its own series of national school broadcasts, the CBC also presents a similar series in French, the "Radio College," for French-speaking students.

During the coming season, CBC plans to carry part of the broadcasts of the NBC Inter-American University of the Air and to contribute five programs to it. This will be in fulfillment of the purpose of the series, to cement the ties that bind the people of the Americas closer together and to assist in building a bright future.

Howard A. Petrie (left), of WEAF, New York, receives the national award from Mr. Ashby.

TOP HONORS TO PETRIE

● *Howard A. Petrie, of WEAF, New York, was named national winner in the 1942 H. P. Davis Memorial Announcers' Awards. Four sectional awards — one for each time zone — went to Lorne Greene, CBL, Toronto; Fred Moore, WGL, Fort Wayne; Gil Verba, KOA, Denver; and Ted Meyers, KFI, Los Angeles. A. L. Ashby, NBC vice-president and general counsel, presented the awards on an NBC broadcast November 1. His program remarks are the source of the following article.*

TRIBUTE TO BROADCASTING PIONEER HIGHLIGHTS 1942 H. P. DAVIS AWARDS

By A. L. Ashby

NBC Vice-President and General Counsel

● The full measure of the greatness of a man is seldom made during his lifetime. So it was with the late H. P. Davis.

While those of us who were associated with him during his lifetime realized that he was an engineer with vision, an administrator of unusual ability, a business man of peculiar creative force and a lover of human nature, yet after his passing, we have discovered the quiet things which he did to perpetuate his philosophies. The H. P. Davis awards are such an illustration of the scope of Mr. Davis's activities.

Long before his intimate associates at Westinghouse saw in the broadcasting of phonograph records from the temporary transmitter in the garage of Dr. Frank Conrad any future or practical use to the listening public, Mr. Davis had caught the vision of mass entertainment and mass communication. He early dreamed of the vitalizing force of a national system of broadcasting stations which would transmit simultaneously to the listening public events of national and international importance and the best in music, drama, current events, sports and religion.

Knowing him as I did, I believe that this vision on his part was in the nature of a hobby in that he found rest and relaxation in trying to bring it to full fruition. At this same time, he was supervising experiments in the Westinghouse laboratories in the field of television because he early felt that the transmission of sound and sight was clearly within the realm of practical possibility. Later, he had the privilege of seeing these plans develop when for several years he served as the first chairman of the board of the National Broadcasting Company.

In times like these, when the world is torn by international strife and when we are constantly reminded of the tragedy incident to war, it is refreshing and hopeful to celebrate an event like the making of these awards. I say it is refreshing because it emphasizes the fact that even though human nature is at present torn by dissension there are certain fundamentals which stand, which will be preserved and which we look forward to enjoying in the future.

The H. P. Davis announcers' awards are now conducted on a national basis and are made strictly on merit to representatives chosen on a competitive basis from

(Continued on page 14)

Lorne Greene, CBL, Toronto

Ted Meyers, KFI, Los Angeles

Fred Moore, WGL, Fort Wayne

Gil Verba, KOA, Denver

U. S. WAR CHEST JINGLE JANGLE JINGLES AS KDKA BONDWAGON GOES MERRILY ON

Relda Garrett, secretary to KDKA's manager, signs up a young bond buyer at Ellwood City. Big sales were made here.

● The famous KDKA Bondwagon has contributed more than $650,000 in actual cash sales of War Savings Bonds to help the fighting men of Uncle Sam and the United Nations.

This outstanding performance has attracted the attention of Government officials, who have been lavish in their praise of the work by the station's special bond-selling staff.

The KDKA Bondwagon came into being last July when the first rally was staged on the steps of Pittsburgh's City-County Building. During this first meeting, KDKA sold $975 worth of bonds—a small beginning for an organization which has since developed into one of the outstanding bond-selling groups in the country.

From the first sale of $975, KDKA has twice sold over $100,000 worth of bonds at individual rallies. This figure was passed first at Somerset on August 29, when some 5,000 people gathered at the county seat for a three-hour rally. And on Saturday, October 24, the KDKA Bondwagon bettered the amount at Ellwood City.

However, this high mark was shattered during the latest promotion of the KDKA Bondwagon, in a tie-up with the management of the "Ice-capades" show. Tickets were given to bond buyers for a special Sunday performance, and from this arrangement KDKA added over $230,000 to its cash War Bond sale.

The Bondwagon is the result of careful planning by James B. Rock, KDKA manager; W. B. McGill, promotion director, and other station officials. It is staffed by special sales girls from the various KDKA departments and by artists who appear on the station regularly.

The troupe has made 13 appearances throughout the western Pennsylvania area covered by KDKA. The longest trip made was that to Everett, where the group traveled 108 miles over the Pennsylvania super-highway for a rally which resulted in a sale of $41,000 in a community of 2,200 people. This is an average of almost an $18.75 bond per capita.

The Bondwagon is set up so that each community in which it appears can take full advantage of the impetus it gives to bond sales. When officials of a town put in a request for the KDKA group, station representatives from the sales, engineering, publicity and continuity departments pay an advance visit to work out arrangements with public officials, civic groups, banks and newspapers.

When these details are completed, they are whipped into shape for a special half-hour program on Friday nights during which KDKA salutes the community to be visited the following night. Then on Saturday a half-hour of the actual rally is broadcast and after that the meeting continues until every possible bond sale is realized.

Major Harmar D. Denny, of the Army Air Corps, leads the band at KDKA's Zelienople bond rally. A big show for a big cause.

At a number of rallies, KDKA has presented the 104th Cavalry Band, under the direction of Chief Warrant Officer Marion C. Walter. This outfit has proved extremely popular at the meetings and the appearances were made possible through the aid of Colonel A. H. Stackpole.

The KDKA Bondwagon in front of Pittsburgh's Courthouse. Mrs. Raymond Clapper, wife of the newspaper columnist, was the principal speaker and drew a huge audience.

OVER THE TOP

WMAQ erected this huge bond sale thermometer in the lobby of NBC's Chicago studios. Sales soared so high—and it kept getting so hot for the Axis—that the mercury couldn't climb any higher until the thermometer was extended across the ceiling (see below). Nona Sontsteby, announcers' secretary, is shown above recording some of the early sales. Great going!

EVERYONE ON NBC CHICAGO STAFF A SALESMAN FOR BIG WAR BOND DRIVE

● In a bond drive believed to be unique insofar as broadcasting is concerned, employees of the NBC central division offices in Chicago rounded out the month of October with a campaign in which each employee was responsible for the sale of $100 worth of United States War Bonds. The goal originally was $27,000 because there are 270 employees connected with the Chicago NBC headquarters. But the sales total exceeded $73,000!

At the beginning of the drive, no time limit was set for a windup to the campaign. Nobody knew, for sure, how long it would take 270 stenographers, clerks, guides, janitors and other employees to sell $27,000 worth of bonds. One further drawback (or so it seemed) was the prohibition against including an employee's own regular bond purchases in his total for the drive. In other words, the bonds had to be sold to somebody not on the NBC Chicago staff, since it was already 100 percent signed up for bond purchases via the payroll route.

But within two weeks from the start of the campaign in early October, it became apparent that NBC employees were good salesmen whether or not they happened to work in the company's sales department. The $27,000 figure was realized before the end of the second week!

At that point, somebody thought that the quota ought to be raised to $50,000 and an end put to the drive on October 24. By the time they reached that date, more than $70,000 was in the bag, and on the petition of employees who wanted a crack at "just one more sale," the campaign was extended to October 31.

Bill Weddell, NBC salesman, was staging a runaway contest for first place in the bond drive, and had piled up more than $19,000 worth of bonds for delivery. Not too far behind her boss was Lois Aeppli, Weddell's secretary, who was carrying on in second place with $6,175 in sales to her credit. Phil Steitz, of spot sales, was batting along toward the end of the contest with $5,150 to his credit, followed by Henry Livzey, guest relations manager, with $3,000 listed.

Paul McCluer, network sales manager, was ensconced in fifth place with $2,100 in sales, followed closely by Jules Herbuveaux, program manager, and Jack Galbraith, of network sales, with $2,000 apiece. Frank Bojan, music library clerk, piled up $1,875 in credits. Isabelle Cooney, secretary to Harry Kopf, was next on the list with $1,475 in bonds. Another pair of departments was represented in the $1,000 plus class—Art Pearson, purchasing agent, collared $1,375 for the campaign, and M. W. Rife, of engineering, was in the drive with $1,175.

Proving beyond all question that this was a "people's campaign," and not a contest reserved exclusively for the sales force, is the case of W. Weeden. Weeden, usually hailed as "Bill" or "Hey, you," is operator of the Weeden Shoe Shine and I'll Run Errands for a Dime Service, a wholly unowned subsidiary of the NBC central division. Bill Weeden, NBC shine boy, is up on the honor roll of the NBC bond campaign with sales that total more than $700.

In a previous bond booth campaign, WMAQ announcers and entertainers had disposed of $75,000 worth of war bonds in the lobby of the Merchandise Mart, where Chicago studios are located. Together with the new sales drive's anticipated total, this will add up to something in excess of $175,000 worth of bonds disposed of by station personnel and artists in the last few weeks.

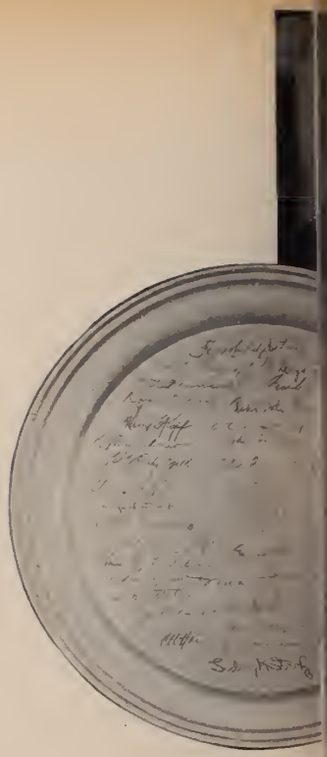
● The NBC Radio City studios recently staged two bond rallies for employees: the New York staff utilized the double session so that the Treasury Department talks could be heard by every employee without any cessation of studio and administrative activities.

Gets Bond Post

● At a recent state-wide meeting of the Virginia War Savings Staff, held in Richmond, Mrs. Shirley Hosier Enright, office manager of WTAR, Norfolk, was appointed state radio chairman of the women's division. Mrs. Enright has appointed a local radio chairman at each Virginia radio station to aid in the sale of War Bonds and Stamps.

Here's the winner of the $500 War Bond for a title for the "Show Without a Name." Her name is Alleen Wiggs and she lives in New Albany, Indiana. Winning title for the NBC program starring Garry Moore is "Everything Goes."

Major James Warner Bellah—noted author in civilian life—is presenting a series of orientation talks over WSM, Nashville, Tennessee, on Mondays and Fridays. He is a Staff Intelligence Officer with the 80th Division at Camp Forrest.



tier silver tray presented to tl department heads; it contains

Always working in harmony, the New York page and guide staff demonstrated the fact in a new way when a piano was moved into their Radio City quarters recently for use with their newly formed glee club. Doris Hurst, a guest relations secretary, is shown at the keyboard.

Photograph by U. S. Army Signal Corps

Key Army and Navy officers of the New England area participated in the recent WBZ (Boston) "Preventing Sabotage" broadcast. Rear Admiral Wilson Brown (left), commandant of the First Naval District, and Major General Sherman Miles, commanding the First Service Command, are at the mike.

WGY, Schenectad sub-information b pating in the op Lieutenant R. W. (manager, and

When Major Ernie Sanders returned to his Des Moines home on Army leave due to a broken arm, he paid a guest visit to WHO, where he served as senior announcer, and appeared on the "Iowa Barn Dance Frolic" before an audience of 4,500 radio fans.

Three units of the "Camel Caravan" were feted at a Nashville, Tennessee, banquet upon completion of 15 months of continuous Army and Navy entertaining. At extreme left is Harry Stone, manager of WSM, seated next to E. A. Darr, vice-president in charge of sales of the R. J. Reynolds Tobacco Co.

Hollywood's Greer WGKV, Charleston phone. Joe Farris, and special events and Announcer R

John F. Royal, NBC vice-president in charge of international relations, and his bride, Leonora Corbett. At the left is a Car- ls by network executives and of the couple's well-wishers.

Head of the NBC advisory committee to study morale qualities of programs is Dr. Morris Fishbein, editor of the Journal of the American Medical Association and Hygeia, the health magazine. Other noted physicians are serving on the committee.

Time on his hands! One of the busiest men in broadcasting, O. B. Hanson, NBC vice-president in charge of engineering, is shown at the new NBC clock control system which assures correct program timing within one-third of a second.

›pened a Navy › lobby. Partici- to right) are: in Hager, WGY . S. Evans.

An all-night session of election returns was a public service offering of KSD, St. Louis. Here's a view of the men who tabulated and broadcast the returns during a total of 47 program spots between 8 p.m., election night, and 6 a.m., the next morning.

The NBC page and guide staff has been a constant source of choice program talent. One of the prominent graduates of the New York staff is Ted Steele, the dance band conductor, shown above wearing his old uniform just for "old time's sake."

s shown at the Virginia, micro- GKV continuity ıt, is at the left, th at the right.

Off to the Army! Occasion of induction of George Voutsas, NBC Chicago production man, called for a party. Left to right: Blanche Brand, Bill Thompson, Marge Dennette, Violet Colliander, George Voutsas and Don Marcotte.

Mrs. J. B. Farthing, sister of Secretary of Commerce Jesse Jones, is shown at the WSM (Nashville, Tennessee) microphone, when she played one of her brother's favorites on a "Grand Ole Opry" program. A transcription of the rendition was sent to Mr. Jones.

AN OLD-FASHIONED SCOOP

KPO Grabbed West Coast Election Spotlight With Fast Thinking

● It was midnight in dimmed-out San Francisco on November 3, night of California's most hotly contested general election in many years.

At Sutter and Montgomery Streets, in the heart of the Golden Gate City's financial district, two figures darted forward as a limousine slowed down and pulled into the curb. With lightning speed the two men threw open the doors of the car and breathlessly greeted the occupants.

"Congratulations, Governor Warren! Let's get over to The Examiner right away. KPO is waiting to broadcast our new Governor's first official message to the voters!"

At a command from the occupants, the car moved forward, and as it sped across Market Street to the Examiner Building, Earl Warren, Governor-elect of California, caught his breath, and spoke for the first time to his unexpected guests:

"You boys at KPO certainly move fast!"

Only a few minutes before, incumbent Governor Culbert L. Olson had conceded the election to his opponent, Attorney General Warren, in an official statement from the State Capitol at Sacramento. Warren, driving across the Bay Bridge from Oakland, had heard the Governor's admission of defeat on his car radio.

Back at Warren campaign headquarters at Sutter and Montgomery, representatives of other major networks and local radio stations were impatiently awaiting the arrival of the successful gubernatorial candidate, unaware that he was already heading for a broadcast in a rival camp.

Within 20 minutes after the defeated candidate had accorded victory to his dynamic running mate, the Governor-elect was on the air addressing election-conscious KPO dialers of the Pacific Coast.

It was a genuine old-time scoop for the NBC station. Through the alertness and resourcefulness of Bill Shea, press manager, and Milton Seropan, salesman, who maneuvered the Governor-elect into the broadcast under the noses of their competitors, the KPO men scored a sensational local election beat.

The Warren victory broadcast was the climax of a gala old-fashioned election return party staged jointly by The San Francisco Examiner and KPO, and broadcast directly from the editorial rooms of the morning daily.

Opening at 9:30 p.m., when tabulations began to indicate probable election trends, KPO opened a continuous all-night broadcast of returns, highlighted by all-star variety entertainment.

Political experts from The Examiner's staff provided analyses and interpretation of mounting figures from city, state and nation, while KPO announcers Archie Presby and Budd Heyde kept dialers tuned to KPO for up-to-the-minute returns as they reached the newsroom by teletype, telephone and special messenger.

Adding special interest were cut-ins to the NBC network for election figures from key points throughout the nation. San Francisco participated in the NBC network "round robin" roundup of election reports, broadcasting directly from The Examiner's bustling editorial office.

Beating the advance drums for the spectacular broadcast were daily newspaper stories, pictures, election charts and front page boxes in The San Francisco Examiner, featuring news of KPO artists, announcers and executives. More than 600 inches of newspaper publicity were accorded the KPO-Examiner election party.

Arrangements for employment of the joint facilities of these two great public service agencies were made by Clarence Lindner, publisher of The San Francisco Examiner, and John W. Elwood, general manager of KPO and NBC operations in San Francisco, assisted by Don Martin, KPO-NBC special events director, and Bill Shea, press chief.

● New York election coverage included half-hourly bulletins for the network. WEAF remained on the air until 2 a.m.—an hour beyond normal schedule.

KPO SCOOPS THE TOWN!—A few minutes after gubernatorial candidate Earl Warren, of California, was conceded the election by incumbent Governor Culbert L. Olson, Warren spoke to voters over the NBC San Francisco outlet. Warren is here shown (center) while John W. Elwood (right), KPO general manager, greets listeners. Clarence Lindner, publisher of The San Francisco Examiner, is at the left.

WOW House Publication Wins Achievement Award

● The News Tower, house publication of Station WOW, Omaha, Nebraska, won a triple achievement award of merit for superiority in production, editorial content and appearance at the 1942 conference of the Southwestern Association of Industrial Editors at Stillwater, Oklahoma, October 10.

The award of a plaque was achieved in competition with more than 100 house publications of all kinds. A committee, headed by Professor Clement E. Trout, of the School of Journalism at Oklahoma A. & M. University, conducted the judging.

The award was made on the basis of a comparison of the last 12 issues of The News Tower with the same number of issues of a year ago. The News Tower was the only radio publication to receive an award.

BILL WISEMAN

The magazine was established six years ago as a means of acquainting WOW listeners and clients with activities of the radio station. It has a paid circulation of about 10,000, and a complimentary list (including clients, advertising agencies, etc.) of about 4,000. The News Tower has a newspaper-type format and is of tabloid size. It is edited by Bill Wiseman, promotion and publicity manager of the station, a former Hearst newspaper man. Its editorial content includes many photographs of radio stars and personality news and features.

The paper fills the double bill of providing program data and serving as an excellent public relations medium.

Wiseman was re-elected a director of the editors' association. The group has a membership of 200 industrial editors whose house publications, both external and internal, have a combined circulation of over 5,000,000. Members are mostly from Oklahoma, Texas, Arkansas, Missouri, Nebraska and Kansas.

While in Oklahoma for the editors' convention, Wiseman addressed the Tulsa Advertising Federation on "What We Are Doing to Win This Radio War."

WBEN STAFF RESPONDS TO RED CROSS BLOOD BANK PLEA

Vaughn DeLeath, the "original radio girl," now on the WBEN (Buffalo) staff, rallied co-workers for blood bank donations. Left to right: Miss DeLeath; Carl Coleman, staff organist; George R. Torge, program director; Edgar H. Twamley, station director; Edwin Reimers, Fred Keller and Ken Powell, announcers, and Pat Vastola and William Wullen, musicians. The photograph was taken immediately after the staff's blood donation and the smiles prove that it's simple. Vaughn has a weekly program urging listeners to be volunteer blood donors. She was one of radio's first stars.

GR NEWS MAKES RADIO CITY DEBUT

● Former NBC pages and guides will now be able to keep up with news of the company and their former associates, thanks to GR News. This weekly, mimeographed sheet, now in its second month, is being published by the boys on the NBC page and guide staff in their spare time, and is mailed regularly to all staff men in the service.

The paper, of approximately 10 pages, includes items of interest to present and past personnel, as well as others at NBC. For instance, a recent issue listed 50 young men in Radio City who have graduated from the staff's uniformed ranks. Future plans call for by-line stories and program notes on various NBC shows.

While the paper is written in a light, entertaining vein, it serves a practical purpose. A recent issue included tips on dealing with persons taking the studio tour. Here's a sample:

"When 10 people in a row ask a page which floor a certain show is on, if he remembers that it's only the first time each of those individuals has asked the question, he'll make them feel that they are getting his full attention and interest at the moment."

After only two issues, Bill Orth, the first editor, was transferred to the news and special events department. Tex Stewart, present editor, is a guide trainer. Dave Zingg, of the press department, has the staff title of press contact. The whole enterprise is handled by the boys with the aid of Al O'Connor, a staff supervisor.

WTMJ's Magazine

● Station WTMJ has instituted an informal house organ so that the staff can express its views concerning all phases of operation in The Milwaukee Journal's new Radio City. Issued twice monthly, tabbed as The Radio City Monitor, the first editions dealt largely with personalizing station personnel, with a "question and answer" section dealing with as many subjects as you'd imagine would come up in a radio station. Circulation is restricted to the staff of WTMJ and W55M.

Drug Sponsors Benefit by KSTP's Big Merchandising Tie-in Campaign

KSTP PLAN HAS PROFESSIONAL ENDORSEMENTS—The station's sales promotion manager, Sam L. Levitan (extreme right), explains the idea to: (left to right) J. B. Slocumb, executive secretary, Minnesota State Pharmaceutical Association; William Knight, president, Twin City Druggists Association; Riley Bryan, sales manager, McKesson-Robbins; Keith K. Keller, chairman, Twin City State and National Merchandising Committee, and Porter Remington, president, M.S.P.A.

● New features of the KSTP (St. Paul-Minneapolis) "Plan of Coordinated Radio Advertising and Drug Store Merchandising," starting December 1, assure KSTP drug advertisers of "bonus" year-around merchandising activity.

The KSTP plan, worked out with the sponsorship and endorsement of the Minnesota State Pharmaceutical Association and the Twin City Retail Drug Association, differs from those already in operation in two important points.

In addition to the Twin City and state associations, the Minnesota Drug Travelers—representatives of drug wholesalers, jobbers and manufacturers — have been keyed into the KSTP plan. Since these men—numbering more than 50—are covering Minnesota throughout the year, tieing this organization into the plan means that the KSTP plan will have that many active salesmen at all times.

Another important feature of the KSTP plan is the store tie-in poster prepared by KSTP. This is a special die-cut poster utilizing a picture of KSTPete, the station's trade character, with the words, "Radio Recommended." These posters will be used by all Minnesota druggists to call attention to their store displays of items being promoted by KSTP in the special drug campaign, as well as other KSTP-advertised drug products.

These "Radio Recommended" posters will be distributed by the Twin City and state associations and by the drug travelers.

The calendar of KSTP drug promotions — to be advertised in two minute spots daily—was worked out by a group headed by Keith K. Keller, Minneapolis druggist, who is merchandising chairman of the National Association of Retail Druggists and one of the outstanding drug merchandising authorities in the country. Druggists will be notified of each month's promotions through the associations on special forms prepared by KSTP, and by the wholesalers and jobbers. In addition, the retailers will receive special information each month about the particular KSTP-advertised drug items.

WSM "Vets" Move in With the Second Army

● The "veteran" Army maneuver crew of WSM, Nashville, has "moved in" with the Second Army in Tennessee to bring its listeners a comprehensive coverage of field operations.

WSM was among the first stations in the U. S. A. to comprehensively cover a complete Army maneuver last year in the first all-out defense tests of the Army in Middle Tennessee. In covering these maneuvers, WSM's crew, in full uniform with a private railroad car as headquarters, covered the tests with portable equipment in jeeps, tanks and a station wagon.

From Tennessee, WSM's crew moved to Louisiana for additional maneuver coverage, this time with two frequency-modulation equipped mobile units. From Louisiana, WSM went to the Carolina maneuvers and gave radio listeners further Army drill reports.

This year, the WSM crew with the Second Army in Tennessee is tieing-in with two spots on "The Army Hour" of NBC, thus bringing national attention to WSM's military coverage.

SAFETY FIRST

Westinghouse station WBZ, Boston, receives citation. W. Gordon Swan, program manager (left), receives National Board of Fire Underwriters' certificate for "outstanding public service" from James F. Crafts, who represented the national group. WBZ was given honorable mention (top honors in the East) in the first annual radio fire prevention contest.

VETERAN JOURNALIST HEADS NBC NEWS AND SPECIAL EVENTS DEPARTMENT

● The NBC news and special events department, until recently a division of the program department, has been made a self-contained part of the network. "This movement," NBC President Niles Trammell stated, "is in recognition of the great importance of news broadcasting, and to meet the requirements of operations under war conditions."

Under the new arrangement, William F. Brooks, the new director of news and special events, reports directly to Frank E. Mullen, vice-president and general manager.

WILLIAM F. BROOKS

A noteworthy career in the news field, dating back to 1917, especially fits Brooks for his present position. Seven years of general news work preceded 14 years' service with the Associated Press in various capacities —executive editor of AP's feature service, executive news editor in New York, executive assistant to the general manager, and managing director of the AP of Great Britain, Ltd. This latter post involved supervision of photographic coverage and news distribution in Europe, Australia, and the Far East.

For six years, Brooks had a good look at his own country by visiting every state in the union as feature service chief and executive assistant to the AP general manager. He also traveled extensively in South America and Europe.

Then, after a brilliant record as managing director of the AP of Great Britain, Ltd., he returned to the United States to become managing editor of Forbes Magazine and, later, executive editor.

Brooks hails from Sedalia, Missouri, is 39, married, and the father of a 16-year-old son.

Francis C. McCall, who has been with NBC since 1936, is manager of the department. He began newspaper work as a reporter for United Press and later was assistant bureau manager of the Australian Associated Press in New York, and an editor in the New York bureau of The Chicago Tribune.

Adolph J. Schneider, assistant manager for news, will supervise the preparation of scripts for the numerous NBC news programs. This entails editorship of the AP, UP and INS reports received, plus reports from NBC's 40 war reporters throughout the world.

Lathrop Mack, appointed assistant manager for special events, was a member of the AP staff from 1927 to 1936. During these years he worked in Cleveland, Columbus, Cincinnati, Springfield, and New York. He joined the Music Corporation of America in 1936 to do band exploitation, and came to NBC in 1938 as a writer in the news department.

Department activity has been so brisk in recent months that the office space had to be increased.

Mobile Civic Series

● WALA, Mobile, Alabama, has launched "Victory Thru Cooperation," a sponsored program bringing some representative of a city department, business or institution before the microphone to be questioned by a housewife and a shipyard worker.

The program is receiving wide acclaim as a public service feature as it brings out problems for airing and explanation that affects the majority of Mobilians. The program sets out to show "how to better help one's self by aiding those serving the public. The script is written by Charles Saunders, WALA studio director.

School "Workshop" Tie-in

● Marquette University's "Radio Workshop" program, heard over WTMJ, has opened a new series, built around a "This Is America" theme. Each week students from various city and suburban high schools witness the broadcast to study radio technique. In the tryouts held at the Marquette speech building, 41 students were chosen from 65 auditioned to make up the production staff of the workshop. Actors are classed as regulars and apprentices, with the period of apprenticeship ending when a student has participated in five radio productions.

"VALUABLE EXPERIMENT"

(Continued from page 3)

music series of the NBC Inter-American University of the Air, featuring the NBC Symphony Orchestra conducted by Frank Black; panel discussion by Burle Marx, director, Brazilian Symphony Orchestra; Carleton Sprague Smith, chief, music division, New York Public Library; Gustavo Duran, music division, Pan American Union; Gilbert Chase, music division, Library of Congress. Special music of the Columbus era under the direction of Lowell P. Beveridge.

The Rediscovery of America: Chairman, Russell Potter, director, Institute of Arts and Sciences, Columbia University; "University of Chicago Round Table" broadcast, presenting Avery O. Craven, professor of American History, University of Chicago; James T. Shotwell, director, Carnegie Endowment for International Peace; Elbert D. Thomas, United States Senator from Utah.

Military Cooperation Among the Americas: Chairman, Major Harold W. Kent, United States War Department; Lieutenant-General Stanley D. Embick, chairman, Inter-America Defense Board; Vice-Admiral Albert W. Johnson, member, Inter-America Defense Board.

Audio-Visual Aids to Cultural Understanding: Chairman, John M. Begg, assistant chief, division of cultural relations, Department of State; John Grierson, film commissioner of Canada; Enrique De Lozada, Bolivian adviser to Coordinator of Inter-American Affairs; Richard S. Lambert, educational counselor, Canadian Broadcasting Corporation; Sterling Fisher, director, Inter-American University of the Air, and radio consultant, Department of State; first public showing of Inter-American cartoon motion pictures by Walt Disney.

Health Problems of the Americas: Chairman, Dr. Morris Fishbein, editor, Journal of American Medical Association; Dr. Joa Jacques Dornelles, Brazilian member of the Pan American Sanitary Bureau; Colonel A. W. Dreisbach, medical division, Office of Coordinator of Inter-American Affairs; Dr. J. R. Murdock, Pan American Sanitary Bureau; Dr. Wilbur A. Sawyer, director, Inter-American Medicine, Rockefeller Foundation.

Post-War Relations of the Americas: Chairman, Clark M. Eichelberger, chairman of Committee to Study the Organization of Peace; Harry D. Gideonse, president, Brooklyn College; Carter Goodrich, chairman, governing body, International Labor Organization; Philip C. Jessup, professor of international law, Columbia University; Frank Tannenbaum, associate professor of history, Columbia University.

American Cultural Relations: Chairman, Charles Thomson, chief of division of cultural relations, Department of State; Luis Quintanilla, Mexican Minister to the United States; James Lawrence Fly, chairman, Federal Communications Commission; S. D. Shankland, ex-secretary, American Association of School Administrators.

RADIO "TANK" TRAVELS FAR FOR BOND SALES

This replica keeps rolling for victory.

● Station WIRE, Indianapolis, Indiana, has added a new unit to its special events department. Known as Mobile Unit No. 2, it is constructed as a full-sized replica of a General Grant tank. Called the WIRE War Bond Tank, it is used to boost the sale of War Bonds and Stamps throughout the State of Indiana.

The unit contains a public address system, recording equipment, and may be used for remote control pick-ups when paired with the fully-equipped Mobile Unit No. 1. Its first trip was made when the Indiana Victory Caravan started its visit to some 60 cities in Indiana, November 2.

The caravan is made up of more than 200 men in uniform with full military equipment. There is a caravan convoy of more than half a hundred pieces of mechanized equipment including scout cars, jeeps, peeps, the WIRE War Bond Tank, a full-sized replica of an "M-3" tank, transportation cars, field kitchens and ambulances.

Sponsored by the Indiana War Savings Staff in cooperation with the War Department, the caravan is making the 12-day tour to show the American people how their War Bond dollars are being invested. While en route the caravan presents interesting military demonstrations to the public.

The WIRE War Bond "tank" will later be used in other War Bond rallies and promotions. The unit will serve as a mobile booth to appear at meetings in connection with the various golf club promotions executed by Mrs. Paul Shideler, national director of golf club War Bond activities.

As the photograph suggests, the "tank" is a huge unit, built as a replica to add inspiration and color wherever exhibited. The unit is built on a 1940 model sedan automobile, but it looks like the "real thing" to many observers.

Alice T. Wilson Engaged

● Joseph B. Wilson, of Jackson Heights, Long Island, recently announced the engagement of his daughter, Alice T. Wilson, to Private John J. Marger, son of Mrs. John Marger of Jackson Heights.

ALICE T. WILSON

Both Miss Wilson and Florence E. Marger, a sister of the prospective bridegroom, are on the staff of the NBC legal department. Private Marger is now in service with the Army Air Corps and no date has as yet been fixed for the wedding.

NBC Quiz Program Gets 16-Page Coronet Break

● Spectacular editorial attention has been given to NBC's "Truth or Consequences" program in the January issue of Coronet Magazine. A 16-page picture story of the popular quiz-and-penalty comedy show is a highlight of the issue.

The article states that 25,000,000 people tune in each Saturday to hear the daffy, chuckle-loaded show, and that 20,000 write in weekly to suggest consequences or praise the program.

In the article, "Everything But the Truth," Coronet sets forth how each contestant is asked a question and if he fails to win 15 dollars by answering it, how he pays the consequences—such as singing a duet in falsetto with a child radio star, or perhaps washing an elephant. The consequences are varied and hilarious.

Most of the entrants, declares Coronet, miss on purpose and no one enjoys the giddy going more than master-of-ceremonies Ralph Edwards who takes "Truth or Consequences" on country-wide treks.

Besides the fun, all participants receive five dollars for their trouble as well as a chance at a 25-dollar grand prize.

The program is sponsored by Procter and Gamble in the interests of Ivory Soap.

H. P. DAVIS AWARDS

(Continued from page 5)

different sections of the country. They are made annually and represent outstanding achievement in the field of broadcasting.

It is a pleasure and privilege to be asked on behalf of the late H. P. Davis to make these awards. In doing so, I commend the late H. P. Davis and his family for the foresight and practical results in providing for these awards. I congratulate the winners of these awards and wish for them continued success in their fields of chosen activity.

I bespeak for the listening public hearty appreciation of the fact that these awards are made possible to the end that the American system of broadcasting, the greatest in the world, may continue to give effect to the principles of our method of living and make possible the continuous development of broadcasting as a social, economic and moral force for the benefit of the American people and of the peoples of the world at large.

Photograph by U. S. Army Signal Corps

GOVERNOR AND PRIVATE

(Story below)

Fruitful Recruiting Drive Made by Station KARK

● Just another example of the willingness of Station KARK, Little Rock, Arkansas, to aid in the all-out war effort is borne out in the above photograph as Governor Homer N. Atkins of Arkansas stressed the importance of the Air Forces. Interviewing the Governor is Private Tom Hudson of the 55th Air Base Squadron.

The appeal to the youths of Arkansas was a feature of the two-week special recruiting drive in Arkansas and originated in KARK's spacious new home in the heart of downtown Little Rock.

During the two-week drive, Private Hudson produced daily programs over KARK. The recruiting party from Ellington Field, Texas, was in command of Major John Payne and the enlistees were sent to Tarrant Field, near Fort Worth, Texas.

Before enlisting last September, Private Hudson was both announcer and actor on the Rudy Vallee show for eight months. In addition he had worked on the Treasury "Star Parade," "Portia Faces Life" and other NBC productions.

NBC WAR PROGRAM ASSIGNMENT

● Jane Tiffany Wagner, former director of the home economics department of Standard Brands, Inc., was recently appointed NBC director of women's war activities. She advises stations on planning activities in which women listeners can help the victory effort.

Misses Hero Husband's Talk; Disk Saves Day

● When Colonel Frank Armstrong, commanding officer of the first flight of Flying Fortresses over continental Europe, was interviewed on a recent "March of Time" program from "some place in England," Mrs. Armstrong, active in Richmond, Virginia, war defense work, was attending a meeting.

After neighbors and friends told her that her husband had been on the air, she phoned the local NBC affiliate, WMBG, for a detailed report of the interview. But the sponsors of the program had already taken action by having the portion of the program containing Colonel Armstrong's interview transcribed and sent to WMBG.

Wilbur M. Havens, owner-manager of WMBG, made the presentation of the record to Mrs. Armstrong after she had heard it over the WMBG monitor system.

Such extra-curricular activity has excellent public relations value.

MRS. FRANK ARMSTRONG and WILBUR M. HAVENS

(Story at left)

CAMPBELL TO OWI POST

● Martin Campbell, managing director of WFAA, Dallas, and WBAP, Fort Worth, has been appointed Texas radio consultant to the radio bureau of the OWI.

A PATRIOTIC GAME OF "HIDE-GO-SEEK"

The digging up of old furs from closets and storage chests was urged by Station WHO, Des Moines, Iowa, in its successful campaign to gather the old pelts to make warm vests for men of the merchant marine. Photo shows WHO Newscasters Tom Mulready and Bob Burlingame inspecting a windowful of the old furs received in response to their WHO "War Bulletin Board" broadcasts. This window has been filled some half dozen times. About three tons of furs were received from 35 states. Members of the fur industry process the furs into vests for the seamen.

NBC Contest and Offer Booklet Wins Nation-Wide Applause

The last bug in the information service is shooed out of existence by the ready-reference booklet.

● Considerable applause has been accorded the NBC commercial traffic department for the NBC contest and offer information book issued last Summer to replace the older weekly bulletin service.

The new volume has been acclaimed for "taking all the bugs" out of the old system by maintaining a single loose-leaf, ready-reference method at each affiliated station. Thus, any person assigned the task of answering listeners' queries has the data at arm's reach.

John T. Murphy, supervisor of the NBC commercial traffic department, has charge of the system whereby the booklets are kept up to date by the issuing of necessary supplementary information on loose-leaf sheets.

Each offer has its own page in the booklet. The listed information includes sponsor's name, program title, program time, contest or offer heading, requirements, prizes, mailing address and vital contest dates.

The book truly filled the bill in exterminating the last bug in the contest and offer information service and the accompanying illustration, borrowed from the recent "No More 'Bugs'" sales promotion folder heralding the event, shows the last of the insect clan biting the dust.

The wrinkle-free contest and offer data service brought forth a barrage of fan mail from affiliates. Here are some representative quotes:

"We have found the contest and offer information booklet so useful here."—WTIC, Hartford, Connecticut.

"The new NBC contest and offer booklet is an improvement over the former setup and will greatly facilitate our handling of the information."—WBAL, Baltimore.

"The booklet is just as handy as it can be and we feel certain that it will be the most helpful for reference purposes in the future."—WMBG, Richmond, Virginia.

"We are placing this booklet with our girls at the switchboard who get quite a few calls from our listeners regarding these contests. We think this is a splendid idea."—WCOL, Columbus, Ohio.

"The new NBC contest and offer booklet is excellent." — WOW, Omaha, Nebraska.

"We think the idea is very unique, informative and does expedite matters a great deal in our efforts to cooperate with contest offers given on NBC."—KGBX, Springfield, Missouri.

"Think it is a fine idea." — KFI, Los Angeles.

"We appreciate this information very much and are certain that this new form will work out very well." — KGW, Portland, Oregon.

And these quotes are just samples!

WGBF Operators Turn Teachers for Defense

● Operators on the staff of WGBF, Evansville, Indiana, are taking a prominent and active part in the training of radio technicians and telegraphers. Fay Gehres, chief engineer, is teaching a class of radio technicians at Evansville College, and other staff members are teaching international code to Army and Navy Air Cadets. Three code classes for women are also being conducted.

WGBF is broadcasting two half-hour programs each week as part of the instruction of officers and men at nearby Camp Breckenridge. The regular orientation courses will be given over WGBF as the Army believes that this material is suitable to be heard by the public, and may be useful as a morale program.

These activities are typical examples of radio's aid to the victory effort.

NBC San Francisco Girl Enlists in the WAACS

● First woman from NBC's San Francisco Radio City to enter the WAACS is Dorothy McGaha. At the time of her induction, she was secretary to Henry Schaffer, KPO's sales promotion manager.

DOROTHY McGAHA

An NBC employee for the last five years, Miss McGaha, previous to entering the sales promotion department, was a secretary in the executive offices and the sales department. She joined KPO in 1937 as an assistant in the audience mail division.

This brings the total of KPO employees in Uncle Sam's services to 13.

Kaney Named Head of NBC Chicago Stations Office

● A. W. Kaney, prominent Chicago broadcasting personality, known throughout the industry as Sen Kaney, has been appointed manager of the NBC central division station relations department.

Kaney has been in radio 20 years, the last 16 being spent with NBC.

Following his graduation from Northwestern University, Kaney joined KYW—then in Chicago—as an announcer; that was in 1922. He joined NBC in 1926, serving in various capacities, including news commentator, sports announcer, program production director, program manager and chief of the central division continuity acceptance department.

It is readily discernible that a man with all-around training, and with first-hand knowledge of multiple branches of the industry, is a "natural" for the spot.

NBC Transmitter

Vol.8-10, 1942-44

v. 8-10
1942-44

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